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22ND year

...NEWSWEEKLY ...RADIO AND TV

BALTIMORE
the city of white marble steps.!!

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DETROIT

Baltimore's rows and rows of white marble steps make it different from every other city in the United States.

It's different as a market, too! Because

IT'S HIGHLY CONCENTRATED!

Baltimore's 1⅓ million people all live right inside the city—or in the heavily populated parts of the surrounding counties. You can reach them all—375,000 radio families—by buying W-I-T-H! Because

NIELSEN PROVES W-I-T-H'S SUPERIORITY!

W-I-T-H leads every other radio and television station—regardless of power or network affiliation—in N.C.S. weekly daytime circulation in Baltimore City and Baltimore County.

Get the whole story about W-I-T-H and its commanding position in the Baltimore market. Your Forjoe man will give you all the details from the latest Nielsen Coverage Service Survey.

IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & CO.

XUM

WLS

personalities build

LISTENER LOYALTY

WLS has long been noted for its station personality—and for the personalities on the station. One of those who has helped to build that reputation is . . .

JOSEPHINE WETZLER

Although Josephine Wetzler is one of the newer members of the WLS staff of station personalities—only 10 years of service with us—she has long been a seasoned veteran of WLS principles and policies. For, prior to joining WLS she was with WMBD in Peoria, Illinois where, under the guidance of Edgar L. Bill, first station director of WLS, she was indoctrinated with the same program ideals earlier inaugurated by Mr. Bill at WLS . . . ideals which were sound then and which still prevail.

As WLS Director of Educational Programs her principal responsibility has been the furtherance of WLS SCHOOL TIME, a daily series of educational programs. Under Mrs. Wetzler's supervision, WLS SCHOOL TIME has become an outstanding example of education by radio. It's been a recipient of the Peabody Award for meritorious public service, has won acclaim from distinguished scientific authorities, educators and parents—and respected acceptance of thousands of Midwest listeners.

It is programs and personalities like this that have resulted in the intense listener loyalty WLS enjoys . . . a loyalty zealously guarded by WLS . . . a loyalty of immeasurable added value to our advertisers.

LISTENER LOYALTY PREDICATES ADVERTISING RESULTS

WLS The PRAIRIE FARMER STATION

CHICAGO 7

CLEAR CHANNEL HOME OF THE NATIONAL BARN DANCE
890 KILOCYCLES • 50,000 WATTS • ABC NETWORK

SEE YOUR JOHN BLAIR MAN

WHK

IS

CLEVELAND

Represented by Headley-Reed Company

You can't cover it--without it!

Published every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and July by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

speaking
of
growing . . .

WDEL-TV

Channel 12
Wilmington, Delaware

In its fifth year of profitable selling . . . WDEL-TV's market is big—Delaware, parts of New Jersey, Maryland, and Pennsylvania—and prosperous—$1,533,373,000 effective yearly net buying income. Vital, diversified local programming and top NBC network shows have built a large loyal viewing audience—an audience that *buys* WDEL-TV advertised products. More and more national and local advertisers are taking advantage of this low-cost means of effective selling. You can sell *your* product profitably, too, when you buy WDEL-TV.

Represented by **MEEKER**

New York Chicago Los Angeles San Francisco

NBC
TV-AFFILIATE

WDEL
AM TV FM
A Steinman Station

closed circuit

MOST CONFIDENT man last week on FCC vacancy was Robert J. Dean, general manager and principal owner of KOTA Rapid City, S. D. He was sitting on lid in Washington, presumably at behest of his chief supporter, Sen. Francis Case (R-S. D.) and, it was learned authoritatively, he is now being checked by FBI, usually last step prior to nomination. Checks previously had been made on Charles Garland, KOOL Phoenix, and Julius N. Cahn, 30-year-old New Yorker, when he became counsel for Senate Foreign Relations Committee. Officially, there was no inkling that decision had been reached but, with FCC functioning as six-man agency since June 30, it was conceded appointment would be made soon.

★ ★ ★

DEAN CANDIDACY received considerable broadcaster support last week with adoption of resolutions by North Dakota, South Dakota and Minnesota State Assns., which were transmitted both to White House and Republican National Committee. They advocated appointment of "practical, experienced broadcaster" and cited Mr. Dean's 25 years in radio plus his legal background. Unconfirmed was report that Dean nomination was on President's desk awaiting his signature prior to transmission to Senate. Fortnight ago, same report was made on Garland nomination but was held up because of rumor which entailed further investigation.

★ ★ ★

FORTHCOMING soon will be announcement by Milton H. Biow of appointment of Terry Clyne, vice president in charge of radio and television, as senior vice president. Mr. Clyne joined Biow in 1947, initially as account executive on Bulova, which he still handles along with other agency business.

★ ★ ★

FIRST TANGIBLE result of FCC's decision in so-called Denver case [B•T, July 6] seen in agreement reached between CBS and WREC Memphis, whereby each gives other first call on TV affiliation. In Denver case, FCC legalized similar arrangement of KLZ with CBS. WREC, applicant for Ch. 3 against WMPS, is long-time radio affiliate of CBS. Interim arrangement on CBS in Memphis has been worked out by CBS with WHBQ-TV (Ch. 13), scheduled to go on air this fall.

★ ★ ★

SURPRISING though it may seem, result of New York's mayoralty election this fall could have important bearing on FCC. If Rudy Halley, president of City Council, is elected over as yet unknown opposition, future of Madame Comr. Frieda B. Hennock could be assured. She's close personal friend and it's thought in New York circles that she probably could have any city judgeship within mayor's appointive power. Miss Hennock, who has been Democratic member of FCC since 1948, had been appointed to circuit court judgeship in New York by President Truman but nomination subsequently was withdrawn. Her FCC term runs until June 30, 1955.

★ ★ ★

CHICAGO agencies and representatives burning at what they describe as scheme used by some automobile and beer makers to avoid paying national rates. Charge is advertisers order campaigns, then cancel all or part, allowing their dealers to place same business with stations direct. Advertisers get advantage of usually lower retail rates while agencies and representatives lose their commissions.

★ ★ ★

FIRST CLASS audience rating rhubarb expected to develop as more uhf TV stations get on air, become affiliated with networks. Problem is this: If network show gets 25 rating in old-established vhf market, how is it going to get an equivalent audience rating when carried on uhf station in another market where only 10-15% of existing vhf sets have been converted to uhf? There's some thought in audience measurement circles of "weighting" results.

★ ★ ★

MORE AND more complaints being received by FCC from uhf licensees over their inability to reach affiliation agreements with major networks. While number of complaints is not staggering, one highly placed authority said that they make up for it in "vigorous language" of their protests.

★ ★ ★

MANUFACTURES of electronic hair removers constitute latest group to come to grips with FCC. They're protesting failure of FCC to classify their operations as "surgical" which would give them benefit of more liberal rules governing high frequency interference suppression. Despite deluge of petitions from manufacturers and their Washington spokesman, FCC refused change of regulation. Some years ago FCC faced same situation with diathermy manufacturers, whose machines played hob with high frequency transmission.

★ ★ ★

THERE'S MORE than meets eye in that Milwaukee Ch. *10 action of FCC on June 30. Former Comr. Paul A. Walker insists he didn't call up highly explosive issue in absence of Chmn. Hyde, as stated in this column last week. It develops that Chmn. Hyde, who had held up action for several weeks pending further study, wasn't present when item came up on regular agenda but did show up in afternoon session at which time regular order was pursued, with result that Hearst (WISN) petition for commercial grant was voted down 4-1. But it's even guess that if Chmn. Hyde had been present at morning session, item would have been passed over. Hearst now will appeal FCC action, contending it was improperly caught in 1948 freeze and that Ch. 10 improperly was made non-commercial.

IN THIS ISSUE

LEAD STORY

New NBC study relates TV viewing to sales of the sponsor's product. Sales are found to correspond with viewing levels. *Page 31.*

ADVERTISERS & AGENCIES

Five important accounts switch agencies and three others may move in fortnight. *Page 33.*

Emil Mogul proposes modernizing system of agency commission. He thinks the 15% concept should be discarded and payment based on client sales. *Page 33.*

FILMS

Specialty Films makes deal for English language Italian films. *Page 35.*

PROGRAM SERVICES

Box Office Television signs U. of Notre Dame to five-year contract covering home football games for closed-circuit theatre TV. *Page 36.*

FACTS & FIGURES

New ARB survey of uhf development shows how conversion rates are going in 32 markets. *Page 44.*

GOVERNMENT

Dormant for more than two years, controversy over pending North American Regional Broadcasting Agreement breaks out on Capitol Hill. *Page 54.*

Sen. Johnson's bill to legalize restrictions on baseball rights for radio and television is sidetracked by Senate. *Page 63.*

FCC asks National Television System Committee if it intends to file petition for approval of its color system, as companion to pending RCA-NBC case. *Page 64.*

NETWORKS

MBS proposal for new affiliate compensation patterns get cold shoulder from some stations. *Page 72.*

FEATURES

A special B•T survey shows how much film is used by U. S. television stations and networks. *Page 87.*

The care and feeding of TV film unions. *Page 88.*

How to use stock film footage. *Page 100.*

Thirteen good film deals for new TV stations. *Page 102.*

Tips for novice film buyers. *Page 112.*

What happened in Roanoke: The story of a uhf station that admitted it couldn't compete with vhf. *Page 115.*

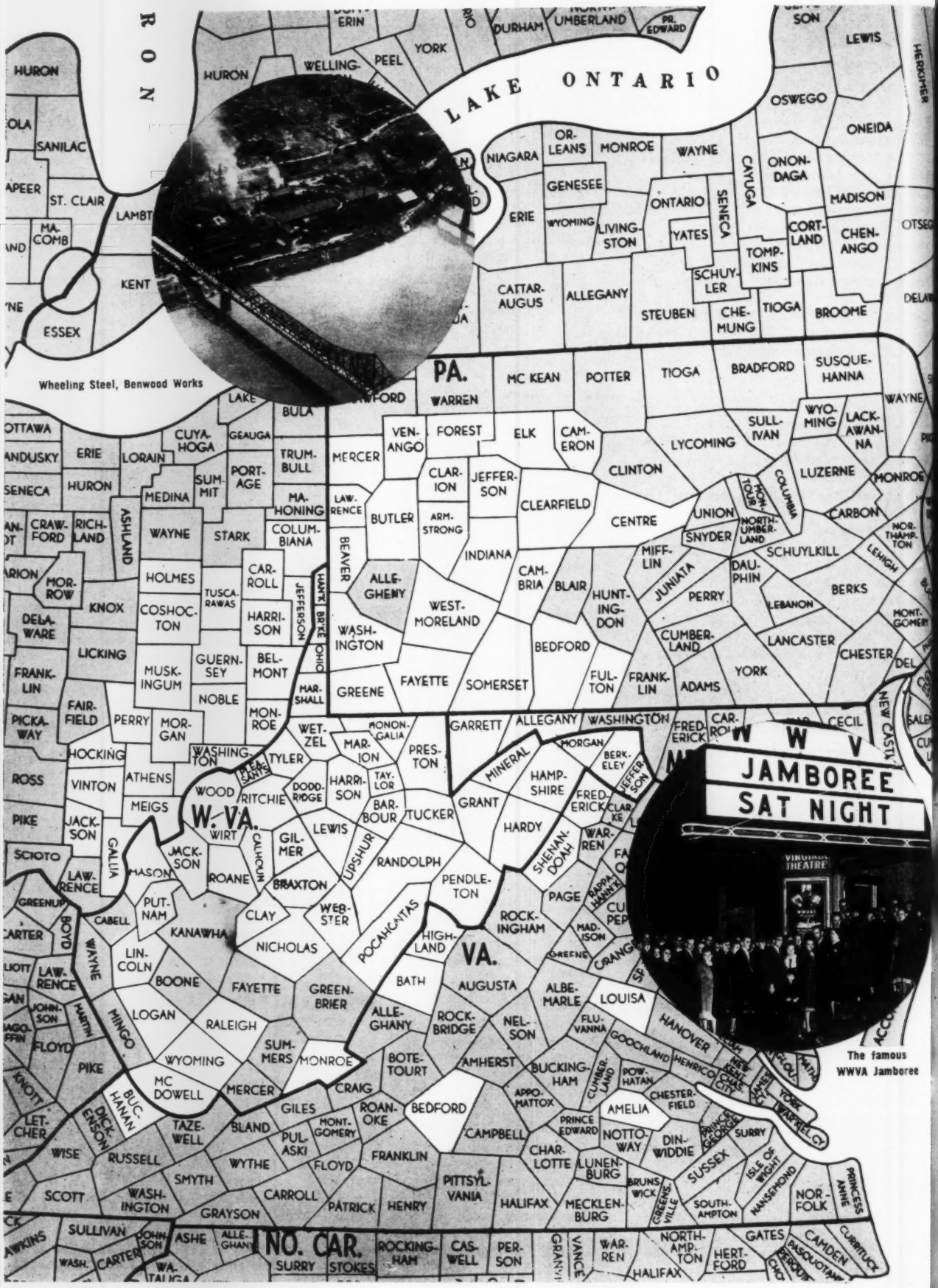
UPCOMING

July 15: RCA Symposium for Licensees to cover tri-color TV tube, Waldorf-Astoria, New York.

July 24-25: Columbia Records Inc. National Sales Meeting, Palmer House, Chicago.

July 27: NBC Radio Affiliates Organizational Meeting, Drake Hotel, Chicago.

(For other Upcomings, see page 145)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ERIE
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LUZERNE
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ERIE
LORAIN
CUYAHOGA
GEAUGA
TRUMBULL
PORTAGE
SUMMIT
MEDINA
HURON
SENECA
OTTAWA
SANDUSKY
RICHLAND
ASHLAND
WAYNE
STARK
MAHONING
COLUMBIANA
CARROLL
HOLMES
TUSCARAWAS
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PENDLETON
LINCOLN
BOONE
FAYETTE
GREENBRIER
LOGAN
RALEIGH
WYOMING
MINGO
MCDOWELL
MERCER
SUMMERS
MONROE
CRAIG
GILES
TAZEWELL
BLAND
WYTHE
SMYTH
RUSSELL
WISE
SCOTT
WASHINGTON
GRAYSON
CARROLL
PATRICK
FLOYD
PULASKI
MONTGOMERY
ROANOKE
ALLEGHANY
BOTETOURT
CRAIGHEAD
BEDFORD
FRANKLIN
HENRY
PITTSYLVANIA
HALIFAX
CAMPBELL
AMHERST
ROCKBRIDGE
BATH
HIGHLAND
AUGUSTA
VA.
ROCKINGHAM
SHENANDOAH
PAGE
WARREN
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MINERAL
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MONONGALIA
MARION
PRESTON
TAYLOR
HARRISON
WETZEL
BARBOUR
BEAVER
LAWRENCE
BUTLER
ARMSTRONG
INDIANA
JEFFERSON
CLARION
CLEARFIELD
CENTRE
CAMBRIA
BLAIR
HUNTINGDON
MIFFLIN
JUNIATA
PERRY
SNYDER
UNION
NORTHUMBERLAND
COLUMBIA
MONTOUR
SCHUYLKILL
DAUPHIN
LEBANON
BERKS
LEHIGH
NORTHAMPTON
MONTGOMERY
CUMBERLAND
LANCASTER
CHESTER
YORK
ADAMS
FULTON
FRANKLIN
BEDFORD
SOMERSET
WASHINGTON
GREENE
FAYETTE
ALLEGHENY
WESTMORELAND
JAMBOREE
SAT NIGHT
VIRGINIA THEATRE
The famous WWVA Jamboree
ALBEMARLE
LOUISA
FLUVANNA
GOOCHLAND
HANOVER
HENRICO
CHESTERFIELD
AMELIA
POWHATAN
CUMBERLAND
BUCKINGHAM
APPOMATTOX
PRINCE EDWARD
NOTTOWAY
DINWIDDIE
PRINCE GEORGE
SURRY
SUSSEX
ISLE OF WIGHT
NANSEMOND
NORFOLK
PRINCESS ANNE
CHARLOTTE
LUNENBURG
BRUNSWICK
GREENSVILLE
SOUTHAMPTON
MECKLENBURG
HALIFAX
PITTSYLVANIA
NELSON
NEW KENT
CHARLES CITY
JAMES CITY
YORK
WARWICK CITY
NO. CAR.
SURRY
STOKES
ROCKINGHAM
CASWELL
PERSON
VANCE
WARREN
HALIFAX
NORTHAMPTON
GATES
HERTFORD
CAMDEN
CURRITUCK
PASQUOTANK
PERQUIMANS
CHOWAN
SULLIVAN
ASHE
ALLEGHANY
JOHNSON
WASHINGTON
CARTER
WATAUGA

"Wheeling in Virginia"—1859

STORERTOWN W. VA.

WWVA . . . The Folk Music Capitol of America
Wheeling, W. Va.

3-STATE MARKET WITH A BILLION-DOLLAR APPETITE

State	No. Counties	Total Retail Sales	Food Sales	Drug Sales
Pennsylvania	29	$2,017,041,000	$ 557,229,000	$43,973,000
Ohio	23	1,087,195,000	285,593,000	25,301,000
West Virginia	48	840,487,000	214,297,000	20,178,000
Total	100	$3,944,723,000	$1,057,119,000	$88,452,000

PLUS THIS BONUS LISTENERSHIP

Just four announcements on a recent Saturday night WWVA JAMBOREE
brought in 8,816 pieces of mail from
538 Counties in 22 States
covering
15,859,173 Radio families
with
$94,626,885,000 Buying Power
purchasing
$62,284,127,000 Annually
and representing
41.244% of the national retail sales
Another offer on a single Jamboree broadcast brought in 11,300
post cards from 577 counties—every county from Maine to
Maryland except Hamilton County, N. Y.

STORER BROADCASTING COMPANY

WSPD-TV — Toledo, Ohio — **WJBK-TV** — Detroit, Mich. — **WAGA-TV** — Atlanta, Ga. — **KEYL-TV** San Antonio, Texas

WMMN — Fairmont, W. Va. — **WSPD** — Toledo, Ohio — **WJBK** — Detroit, Mich. — **WAGA** — Atlanta, Ga. — **WWVA** — Wheeling, W. Va. — **WGBS** Miami, Fla. — **WSAI** Cincinnati, Ohio

NATIONAL SALES HEADQUARTERS:

TOM HARKER, V. P., National Sales Director — **BOB WOOD,** Midwest National Sales Mgr.
118 East 57 Street, New York 22, ELdorado 5-7690 • 230 N. Michigan Ave., Chicago 1, FRanklin 2-6498

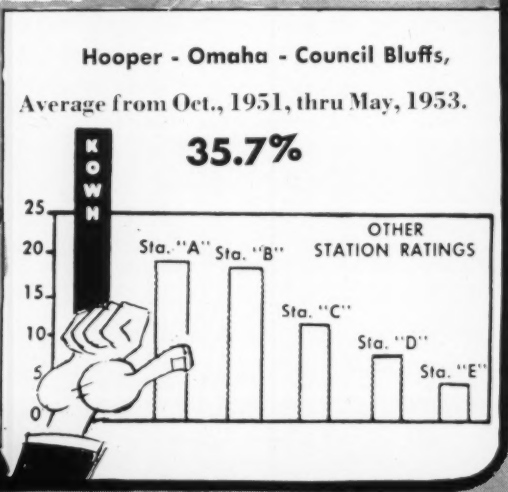
J. WILTINGHAM GERCH

Was appointed a Veep
Of Hamstrung, Harried & Bledded.

'Twas-not, you'll surmise, a terrific surprise
Since the daughter of Harried he'd wedded.

Now actually though, Gerch got in the dough
By scanning the media lists . . .

And assuring all clients with utter reliance . . .
"No—KOWH* hasn't-been missed!



MORAL

EVERY GOOD TIME-BUYER KNOWS KOWH HAS THE:

- *Largest total audience of* any Omaha station, 8 A.M. to 6 P.M. Monday thru Saturday! (Hooper, Oct., 1951, thru May, 1953.)
- *Largest share of audience,* of any independent station in America! (May, 1953.)

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

at deadline

Sponsor Identification Rule Threatens Some 'Teaser' Ads

PROTESTS against FCC ruling requiring that radio-TV "teaser" commercials carry identification of their sponsors [CLOSED CIRCUIT, June 22] developed Friday in both sales representation and agency quarters. T. F. Flanagan, managing director of Station Representatives Assn., said such ruling would "severely handicap" radio-TV, while Aubrey Williams, radio-TV director of Fitzgerald Adv. Agency, New Orleans, circulated letter calling for "some immediate concerted action."

"The teaser," Mr. Flanagan said, "is an important and valuable technique of advertising. Certainly such important advertising media as radio and television should have the advantage of this technique, especially when no difficulty can be created that would need action by the FCC. This technique not only is useful but is imperative in the introduction of some types of new products. It would be a severe handicap to radio and television if the teaser were limited to other media."

Mr. Williams noted in his letter that at his agency "we use teaser copy for Jax beer, which refers to 'J Day' but does not offer beer for sale, suggest that you drink it, or even mention the word 'beer.'

"A large part of our 'J Day' budgets have been going into radio and TV. If this rule stands, and the FCC decides against radio and TV, while newspapers, magazines, billboards, streetcar cards, etc., etc., are permitted to run teaser copy, then we will lose that radio and TV activity. . . .

"The situation indicates pretty clearly to me that some immediate concerted action is required. . . ."

Mr. Williams' letter was sent to station representation organizations and perhaps others, and, after quoting account of FCC ruling, inquired: "Are you guys gonna stand for that?"

Editor's Note: FCC last month informally ruled that under Sec. 317 of Communications Act, adequate sponsor identification is required, i.e., that name of firm or product footing bill must be given [CLOSED CIRCUIT, June 22].

Informed of protests, high FCC authority told B•T last Friday that Commission has been liberal in its interpretation of Sec. 317. He cited this example: It is acceptable if announcement is, "Watch for the biggest development in automotive history by Buick." (He said it wasn't necessary to say: "Buick, a division of General Motors Corp.") Unacceptable, however, would be announcement: "Watch for the biggest announcement in automotive history," if in fact announcement was sponsored by Buick.

'BLANKET' TV IN 2 YRS.

WHILE testifying Friday on NARBA before Senate Foreign Relations subcommittee, Chmn. Rosel H. Hyde, FCC, was asked by Senators: How soon "blanket" TV coverage in country and how soon color TV? Predicted Mr. Hyde: Two years for nation-wide coverage, but color—that's up to FCC which is busily studying latest petition (RCA-NBC system). Chmn. Hyde also said FCC's rate of granting TV is pace ahead of manufacturers' rate of producing TV sets.

Vote to Repeal Movie Tax

HOUSE Ways & Means Committee Friday voted to repeal 20% federal tax on movie theatre admissions. Treasury Dept. estimated loss of revenue to Government would be more than $200 million a year.

DOUGLAS WANTS TO RENEGOTIATE NARBA

SEN. PAUL H. DOUGLAS (D-Ill.) is against North American Regional Broadcasting Agreement and believes treaty should be renegotiated rather than be ratified. His views Friday were given in letter to Senate Foreign Relations subcommittee hearing treaty provisions (see story page 54). Sen. Douglas' opposition, which centers on absence of Mexico and Haiti and so-called "concessions" to Cuba by U. S., is added to Sen. Homer Ferguson (R-Mich.), member of subcommittee, who was critical of radio's international treaty.

Sen. Charles W. Tobey (R-N. H.), subcommittee chairman, on hearing's close Friday said his group would give treaty "early consideration."

FCC Chairman Rosel H. Hyde re-appeared before subcommittee Friday declaring that U. S. should not pursue international situation where each U. S. clear channel has ideal conditions for its ideal facility at expense of no international radio treaty. Chmn. Hyde vigorously defended use of directional antenna by clear channel outlets as provided by NARBA. He declared farm groups have no cause for complaint, as less not more interference on clear channel frequencies will ensue.

Mr. Hyde reminded Senators that clear channel issue should be re-examined only when U. S. radio boundaries are stabilized.

Subcommittee reheard Mr. Hyde. Also broadcasters John E. McCoy of Storer Broadcasting Co. (see statement, NARBA story, page 54); A. Earl Cullum, consulting engineer, speaking on behalf of WFAA Dallas; KTHS Little Rock; KWKH Shreveport; KXEL Waterloo; WBAL Baltimore; KWBU Corpus Christi; WGBS Miami; WWEZ New Orleans; KTBC Austin, and WAGA Atlanta.

Also, Frank Marx, enigneering vice president, ABC; Joe DuMond, president, Josh Higgins Broadcasting Co. (KXEL Waterloo, Iowa); Andrew G. Haley, Haley, Doty & Schellenberg, representing 61 licensees, permittees and applications and state broadcasting associations of North Carolina, Washington, California and Missouri, and J. B. Hyman, representing WHTN Huntington, W. Va.

Mr. Marx said NARBA was supported by ABC as giving greatest benefit to great number of people and providing flexibility in domestic problems. Mr. DuMond asserted only less than 1% of broadcasting industry in country oppose treaty. If ratified, NARBA will not injure service to farm areas, he said. Messrs. Haley and Cullum echoed sentiments of broadcasters who support treaty.

• BUSINESS BRIEFLY

NON-TV MARKET DRIVE • Philip Morris Cigarettes, N. Y., going into 104 non-TV markets with radio spot campaign for its regular and king size cigarettes, effective today (Monday). Contract calls for 13 weeks then hiatus, followed by another 13 weeks. Agency: Biow Co., N. Y.

SPOT FOR STANDARD BRANDS • Standard Brands, N. Y., will be using extensive radio spot campaigns starting this fall for two of its products, Blue Bonnet Margarine and Royal Desserts. Blue Bonnet will go into 50 markets for 13 weeks starting in September and Royal Desserts will be using about 65 markets for 15 weeks and may use half-dozen small markets later on. Both schedules placed by Ted Bates Inc., N. Y.

TEST SPOT RADIO • Cash Value Tobacco, product of R. J. Reynolds Tobacco Co., to test spot radio in four semi-industrial markets through William Esty & Co., N. Y. Next stop understood to be expansion into industrial markets for this product.

COFFEE CAMPAIGN • Chase & Sanborn (coffee), N. Y., planning to start campaign in 80 radio and five television markets during August. Agency: Compton Adv., N. Y.

DUFFY-MOTT ON ABC-TV • Duffy-Mott Co. to sponsor *Jamie*, featuring Brandon de Wilde, effective Sept. 28, on ABC-TV, alternate Mondays, 7:30-8 p.m. Agency: Young & Rubicam, N. Y.

SUPER BLUE SUDS PLANS • Colgate-Palmolive-Peet, Jersey City, through Cunningham & Walsh, N. Y., on behalf of its new Super Blue suds, preparing substantial radio and TV spot campaign to start in September and run through end of year in southwest markets. Account started with test in that area earlier and is now expanding.

GUINESS IN NORTHEAST • Arthur Guiness Son & Co., brewers Fox of Guiness stout and Burke's ale, starts new campaign for its ale on Aug. 1 in northeast areas. Radio and television will be used. Agency: Compton Adv., N. Y.

FIRESIDE FORMAT CHANGE • Academy TV Productions will film new format of Procter & Gamble's *Fireside Theatre* with Gene Raymond as host-salesman. Agency: Compton Adv., N. Y.

McFarland TV Principal

FORMER SENATOR Ernest W. McFarland, majority leader in 82nd Congress and author of McFarland Act amending Communcations Act, became principal owner of TV applicant last week when he became president and 40% stockholder of Arizona Television Co., applicant for Phoenix's Ch. 3. Stockholders Leon M. Nowell and Ralph A. Watkins reduced their holdings to 20% each in reorganization following the ex-Senator's inclusion. Among stockholders is Edward Cooper (10%), director of television, Motion Picture Assn. of America, and one-time aide to Sen. McFarland. Other Ch. 3 applicants for Phoenix are KTAR and Desert Adv. Co.

KEYL TV VIEWER LOYALTY SCORES

$135,582.00 in KEYL C.P. Telethon!
One of highest "per set" ratings for Cerebral Palsy in any market*

SAN ANTONIO, TEXAS, JUNE 28—Jubilant Telethon officials announced today the United Cerebral Palsy KEYL telethon had raised $135,582 to date, and contributions are still pouring in.

According to Seymour Flatow, chairman of the 16-hour KEYL television show, when all pledges are in, the total is expected to exceed $138,000.

Telethon officials were high in their praise of Dennis James, who acted as master of ceremonies for the night-long show, and for TV Star Laurie Anders, and stage and screen star Eddie Bracken, who assisted.

The second annual telethon, which was held from 10 p.m., June 6 to 2:30 p.m., June 7, was televised by KEYL and broadcast by KABC in cooperation with the San Antonio Light which sponsored this public service project.

UP $60,000.00

The present total, according to Flatow, is almost $60,000 more than was raised on the first telethon.

In addition to praising James and other top entertainers, Flatow gave special recognition to Tommy Reynolds and Pat Boyette of KEYL for their early morning stint as master of ceremonies, and for Pedro Gonzales-Gonzales, Latin-American comic who flew here from Hollywood to participate in this year's telethon.

Of the funds raised, 75 per cent will remain with, and be administered by officers and directors of the local association.

★ ★ ★ ★ ★

KEYL, San Antonio's dominant Television station can mean "Money in the Bank" for your TV schedule too. San Antonio viewers look to KEYL for the best in Public Service Programs . . . by far the most hours of television broadcasting in San Antonio . . . and time buyers know KEYL's consistently higher ratings mean greater coverage . . . more sales . . . "Money in the Bank". That's why, when buying San Antonio, they look to the station that delivers the MOST . . . KEYL, San Antonio's dominant Television Station.

*Markets exceeding 100,000 Sets!

A STORER STATION

In New York, call Tom Harker, National Sales Director, 118 E. 57th Street . . . or in Chicago, call Bob Wood, 230 North Michigan Avenue.

National Representatives—Katz Agency

San Antonio's

KEYL Channel 5

ABC • CBS • DUMONT

at deadline

WAPA Initial Decision; Other FCC Actions

INITIAL DECISION recommending grant of vhf Ch. 4 at San Juan, P. R., to WAPA there issued Friday by Examiner Benito Gaguine. Action made possible by withdrawal earlier in week of competitive bid of WKVM San Juan, which proposes to seek allocation of another channel there (story page 62). WAPA permit would specify ERP of 56.5 kw visual and 33.9 kw aural with antenna height above average terrain 221 ft.

Economic Protest Filed

Mid-June new TV grants to WPTR Albany for uhf Ch. 23 and Van Curler Bcstg. Co. for uhf Ch. 35 at Schenectady are asked to be set aside for hearing in Sec. 309(c) economic protest filed with FCC late Friday by WABY Albany. WABY contends it has been injured by unexpected shuffling of Albany-Troy-Schenectady applicants which resulted in immediate grants [B•T, July 15].

WSTV Charge Upset

Charge of WSTV Steubenville, Ohio, that competitive TV Ch. 7 application of John R. Osborne was filed to delay grant to WSTV was upset by FCC in order finding insufficient evidence to support allegation. Commission also denied WSTV's plea for conditional grant pending outcome of comparative hearing. FCC ruled that despite WSTV's charges Osborne bid is deficient, Osborne application is adequate to merit consideration.

Cascade TV Plea Refused

Renewed attempt of Cascade TV Co. to have FCC overthrow ruling of hearing examiner denying amendment petition and continuance of hearing plea in Portland, Ore., vhf Ch. 8 hearing was turned down by Commission in opinion affirming examiner's actions as reasonable exercise of discretion. Cascade's bid is in competition with those of Westinghouse Radio Stations Inc. (KEX), North Pacific TV Inc. and Portland TV Inc.

Unusual Rule Making

Unique proposed rule-making proceeding, in which two TV channel reallocation plans are mutually exclusive, ordered by FCC to settle controversy. Plans are that of WHIS Bluefield, W. Va., to add Ch. 6 at Bluefield by substituting Ch. 4 for Ch. 6 at Beckley, W. Va., and move Zone I line to include all of state, and that of WHPE High Point, N. C., to add Ch. 6 there by substituting Ch. 4 for Ch. 6 at Beckley, Ch. 3 for Ch. 6 at Wilmington, N. C., and moving Zone I line to include all of West Virginia. Deadline for comments is Aug. 17.

Oral Argument Set

Oral argument set Tuesday on multiple pleadings in comparative hearings for vhf Ch. 3 and Ch. 6 at Duluth, Minn.-Superior, Wis. FCC *en banc* will hear controversy. In Ch. 3 competition between WEBC and KDAL Duluth, WEBC seeks amendment to Ch. 6 proceeding. WEBC seeks channel at Superior, long has fought for consolidation of both cases into one hearing. In Ch. 6 proceeding, WDSM seeks completion of hearing with it as sole survivor. Competitor Lakehead Telecasters asks dismissal. Lakehead is part owned by WREX. Latter has merged with WDSM; WREX has been deleted.

Cal Tel Co. Petition

Cal Tel Co., which received initial TV grant for uhf Ch. 40 at Sacramento, Calif., earlier in week, petitioned FCC Friday to make proposal effective immediately (story page 62). Chief of FCC Broadcast Bureau stated he would not file exceptions to initial decision. Bureau chief also reported he would not file exceptions to initial decision to grant uhf Ch. 67 to WFMZ (FM) Allentown, Pa.

Harvey Petitions Again

Lawrence A. Harvey, permittee uhf Ch. 20 KBAY-TV San Francisco, petitioned FCC Friday to add uhf Ch. 58 at Beverly Hills, Calif., and uhf Ch. 30, instead of previously requested Ch. 50, at Washington, D. C. FCC earlier turned down his plea for Ch. 58 at Los Angeles.

WNOP Files for Ch. 74

WNOP Newport, Ky., filed application for uhf Ch. 74 there, going into competition with pending Cincinnati bid of Gordon Bcstg. Co., whose purchase of WSAI Cincinnati was approved by FCC earlier in week (story page 64).

Ch. 44 Application Dismissed

KPFA Berkeley, Calif., dismissed its bid for uhf Ch. 44 there, FCC reported Friday. No other application pends for channel.

Proposed Standards Amendment

Amendment of AM standards proposed by FCC Friday to add table for estimating coverage and interference effects of stations using simple, vertical omnidirectional antennas, in absence of field intensity measurements.

CBS-TV FIRSTS

CBS-TV's *I Love Lucy* won first place in five of six cities for June with CBS-TV's *Arthur Godfrey's Talent Scouts* in top position in Boston, C. E. Hooper Inc. reported. Service covers New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

CBS Sells Vine St. Theatre

CBS RADIO Vine St. Theatre, Hollywood, sold for over $200,000 to Huntington Hartford, part owner of A&P grocery chain and sponsor of philanthropic enterprises. CBS had owned theatre for 17 years. It was original home of *Lux Radio Theatre* and *Hallmark Playhouse*. New owner will use building as legitimate theatre and theatre workshop on assuming possession at end of July.

WVEC-TV Tower Accident

DURING erection of WVEC-TV Hampton, Va.'s, tower late last week, 175-ft. section dropped when guy wire loosened. Only minor damage reported to TV tower, causing two days' delay. However, WVEC (AM) tower was knocked over when TV tower section swung in arc. AM station's service was not affected with temporary antenna being in operation. Station had planned to use new TV tower for AM also.

PEOPLE

GUS HAGENAH, vice president of Standard Radio Transcription Services Inc., appointed Chicago branch manager of United Television Programs Inc. He will handle local and national sales of UTP's TV film series to Chicago agencies, advertisers and stations, according to Milton Blink, UTP executive vice president. Mr. Hagenah continues with SRTS. Veteran of 27 years in broadcast industry, Mr. Hagenah has been active in Standard sales and management more than 10 years.

THOMAS E. MARTIN elected executive vice president and general manager of Hawley Broadcasting Co., owners and operators of WEEU-AM-FM-TV Reading.

E. HARRY CAMP, vice president and general manager as well as a stockholder in WDOK Cleveland, resigned to return to his home at Miami Shores, Fla., where he is planning non-radio business venture. He retains interest in WDOK and TV grant at Waterloo, Ind.

A. RAYMOND BERMOND, assistant advertising manager of Hallicrafters Co., Chicago, since 1951, appointed advertising manager of firm's radio division.

Six New ABC-TV Affiliates

SIX new television stations have joined ABC-TV as affiliates raising total number of outlets to 132, Alfred R. Beckman, director of ABC's station relations departments, announced Friday. They are:

WETV (TV) Macon, uhf Ch. 47 (effective Aug. 1), owned by Macon Television Co., Dixon Harper, general manager; WJHL-TV Johnson City, Tenn., owned by WJHL Inc., vhf Ch. 11 (effective Aug. 1), W. H. Lancaster Jr., general manager; WIRK-TV West Palm Beach, Fla., owned by WIRK-TV Inc., uhf Ch. 21 (effective Aug. 9), Joseph S. Field Jr., general manager.

WTOB-TV Winston-Salem, N. C., owned by Winston-Salem Bcstg. Co., uhf Ch. 26 (effective Sept. 1), James Coan, general manager; KYTV (TV) Springfield, Mo., owned by Springfield Television Inc., vhf Ch. 3 (effective Sept. 1), J. Gordon Wardell general manager; WTOK-TV Meridian, Miss., owned by Southern Television Corp., vhf Ch. 11 (effective Sept. 15), Robert F. Wright, general manager.

Elected to RCA, NBC Board

WILLIAM E. ROBINSON, publisher and executive vice president of *New York Herald-Tribune* and also member of RCA board, named to board of NBC, and Harry Coleman Hagerty, financial vice president and director of Metropolitan Life Insurance Co., elected to board of RCA, Brig. Gen. David Sarnoff, chairman of RCA and NBC boards, announced Friday. In their respective new posts, Messrs. Robinson and Hagerty succeed Lewis L. Strauss, who resigned from RCA and NBC boards when he was named chairman of Atomic Energy Commission.

Digges Funeral Services

FUNERAL services for Isaac W. Digges, 56, counsel for Assn. of National Advertisers, Advertising Council and Advertising Research Bureau, were to be held Saturday at Madison Ave. Presbyterian Church in New York. Mr. Digges, who also had helped advertisers, agencies and advertising media with their legal problems over past 30 years, died July 8 in St. Luke's hospital in New York after brief illness.

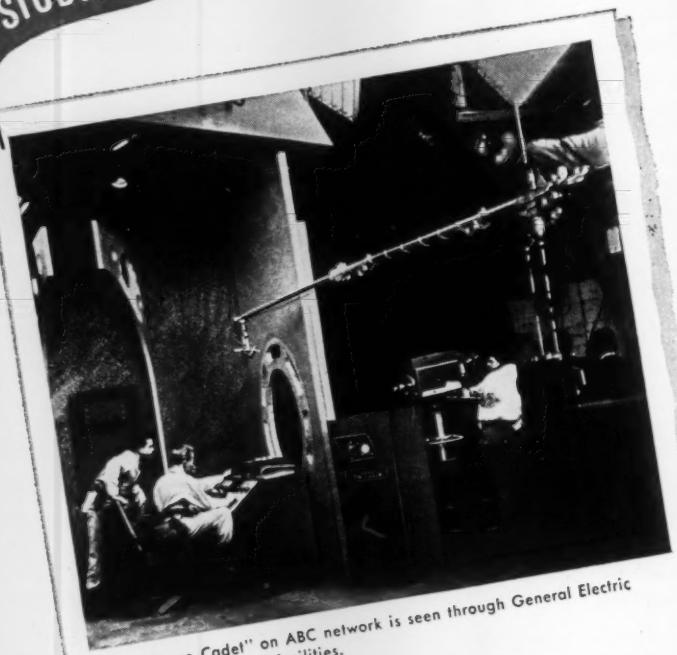
NBC Film Appointments

IN LINE with NBC Film Division's expansion plans, John B. Cron, division national sales manager, announced Friday appointments to division advertising department of James E. Swift as assistant supervisor of advertising and Jason Lane, who will specialize in research and market analysis (story page 74).

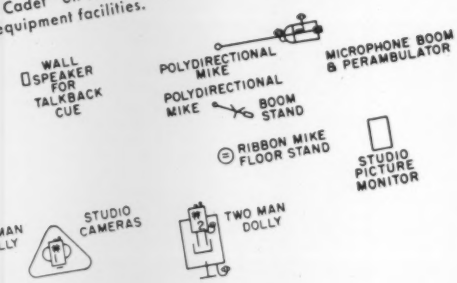
75 Years of G-E

YOUR COMPLETE LINE OF TV

STUDIO

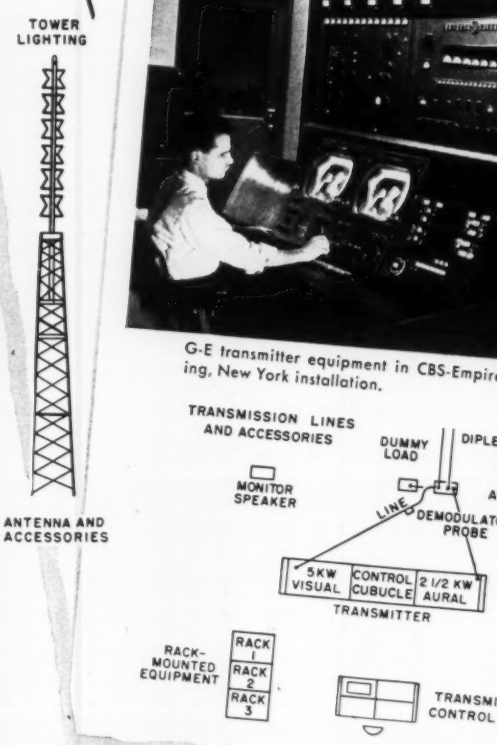


"Space Cadet" on ABC network is seen through General Electric studio equipment facilities.

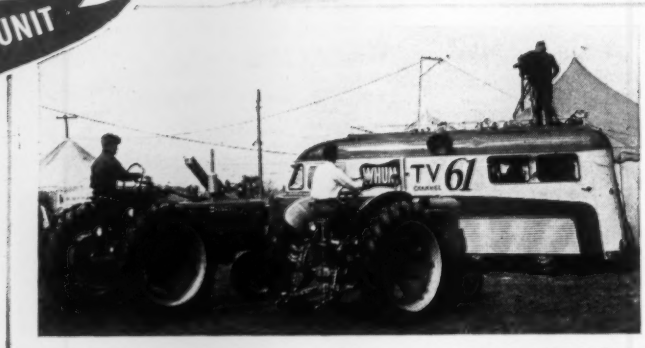


TRANSMITTER

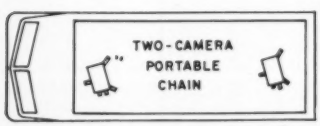
G-E transmitter equipment in CBS-Empire State Building, New York installation.



MOBILE UNIT



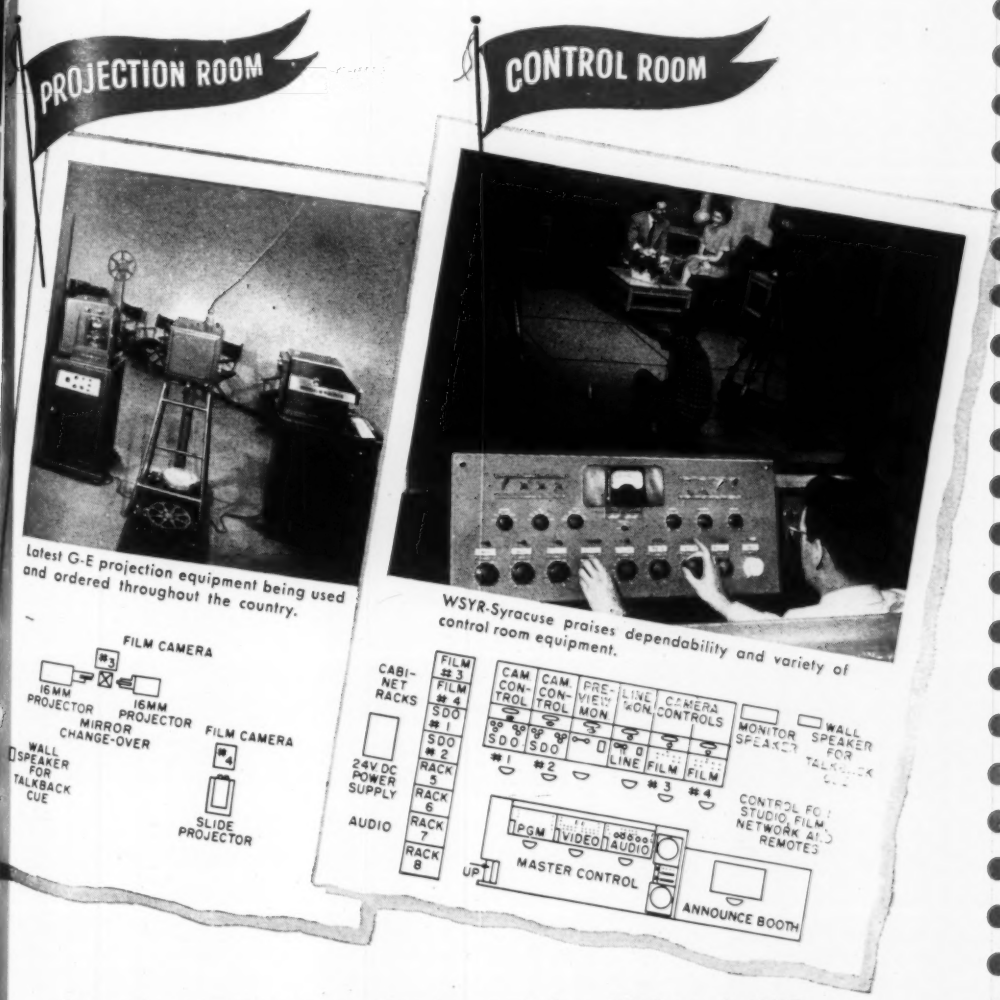
G-E mobile truck used by WHUM-TV.



PORTABLE VIDEO & AUDIO EQUIPMENT

Pioneering behind TV EQUIPMENT!

FROM the smallest portable amplifier all the way up to the UHF 12 kw transmitter...from a single-bay antenna to a 5-bay helical antenna. You name it—General Electric can supply you with all equipment necessary for television broadcasting. Look over these illustrated units in our model TV station plan. See for yourself this complete, ready-to-order line. And, remember, this advanced equipment—proved in stations throughout the *world*—is backed by G-E's 75 years of electrical and electronic progress. For further, complete details...contact the G-E broadcasting equipment sales representative in your area, or write: *General Electric Company, Section 273-13 Electronics Park, Syracuse, New York.*



Latest G-E projection equipment being used and ordered throughout the country.

WSYR-Syracuse praises dependability and variety of control room equipment.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC

1878 **75** 1953
YEARS OF ELECTRICAL PROGRESS

1928
First demonstration of television broadcasting.

First TV play..."The Queen's Messenger." G-E station WGY, Schenectady.

First "remote TV pick-up" on record. Gov. Smith's acceptance of democratic nomination for President.

1930
First transoceanic TV broadcast. Schenectady, N. Y. to Sydney, Australia.

1939
First long-distance reception of modern high definition television...in Schenectady, 129 miles and 7900 feet below line of sight from New York City.

1940
First TV network. New York City programs brought to the Schenectady-Albany-Troy area via 5-hop G-E microwave.

Color television demonstrated.

1941
Increased transmitter power to make WRGB the highest power television station in the world.

1950
First high power UHF TV transmitter. High power klystron tube.

1951
First high-gain side-fire type of helical antenna for UHF TV transmission.

1952
Highest power VHF TV transmitter made commercially available. Power output of 35 kilowatts.

XUM

RADIO
IN THE
Upper Midwest...

Cost per
Thousand.....
Dollar for Dollar...
Ratingwise...
Anyway You
Figure It
KSTP Radio

Is a Better
Buy Than
Ever!

KSTP
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EDWARD PETRY
and COMPANY
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BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Every Monday by Broadcasting Publications Inc.

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David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

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Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1933.
*Reg. U.S. Patent Office

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Things have changed in ARKANSAS, too!

If you still think of Arkansas in terms of mountain cabins and kerosene lamps, take another look! Arkansas has made almost unbelievable progress in the last decade—retail sales, for example, are **276.9% ahead of ten years ago***!

There's a bright new star on the Arkansas radio horizon, too—it's 50,000-watt KTHS in Little Rock, now CBS, and the only Class 1-B Clear Channel station in the State. KTHS gives **primary** daytime coverage of 1,002,758 people —more than 100,000 of whom depend on KTHS exclusively for primary daytime service. Interference-free secondary daytime coverage exceeds 3¼ million people, and includes practically all of Arkansas!

Get all the big KTHS facts, **now.** Write direct or ask your Branham man.

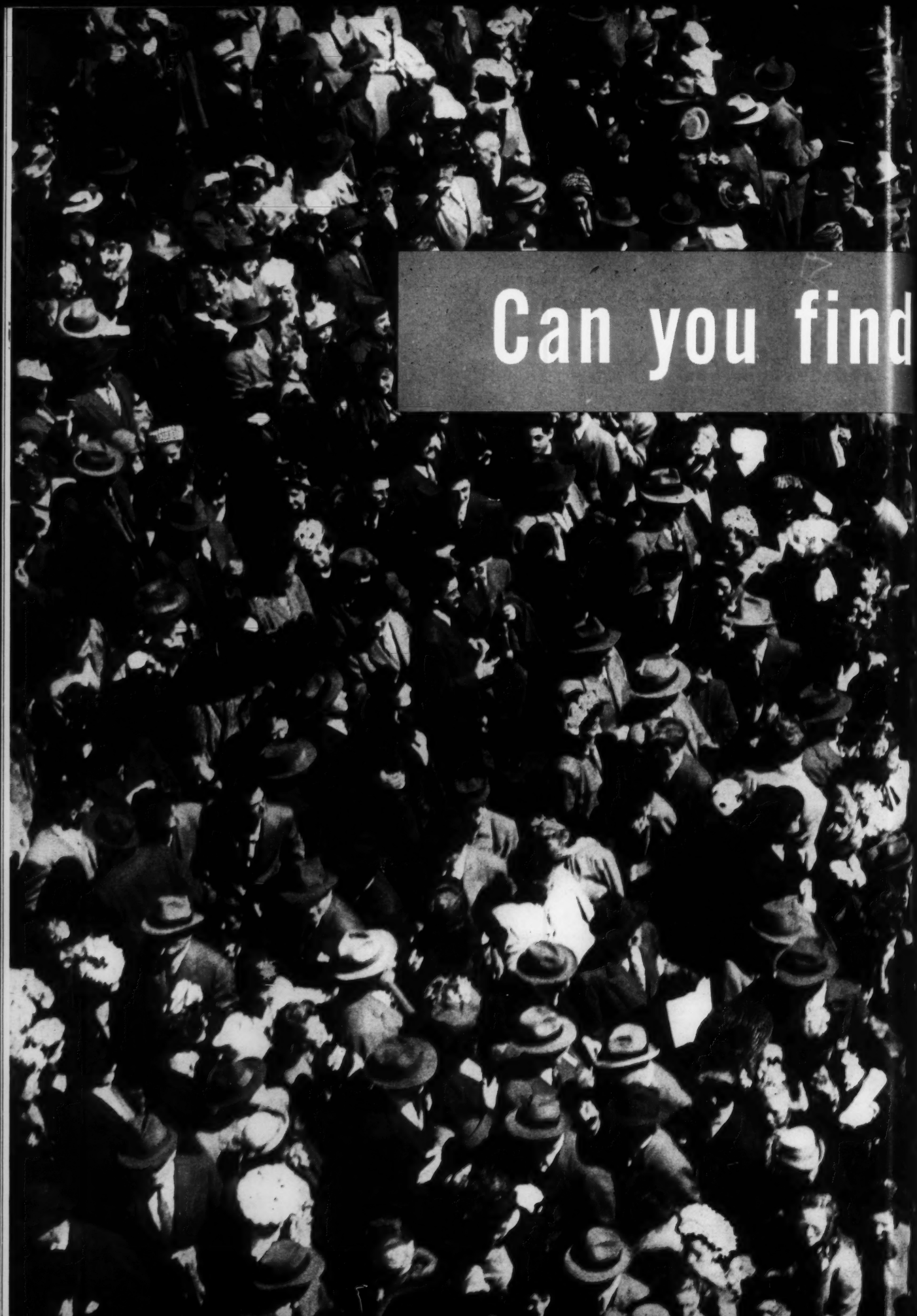
* Sales Management figures.

50,000 Watts . . . CBS Radio

Represented by The Branham Co.
Under Same Management As KWKH, Shreveport
Henry Clay, *Executive Vice President*
B. G. Robertson, *General Manager*

KTHS

BROADCASTING FROM
LITTLE ROCK, ARKANSAS



XUM

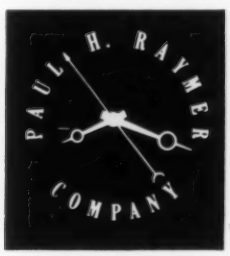
d yourself in this crowd?

Are you ever unwittingly caught in a crowd . . . finding yourself aimlessly buffeted about amid scores of others?

Yet, that's just the way your identity can be lost among a maze of call letters and personalities. For productive results, we sincerely believe that each station must receive plenty of individual, concentrated attention.

No station is ever "lost in a crowd" with us because we render "Personalized Representation". This means that serious thought is given to your individual needs . . . special plans made to cope with them. It means, too, that all your prospects receive intensive sales coverage . . . not now and then . . . but consistently, steadily, efficiently.

Are you lost in a crowd? Let us show you how very successful "Personalized Representation" has been for our stations and can be for you.



PAUL H. RAYMER COMPANY, INC.

RADIO AND TELEVISION STATION REPRESENTATIVES

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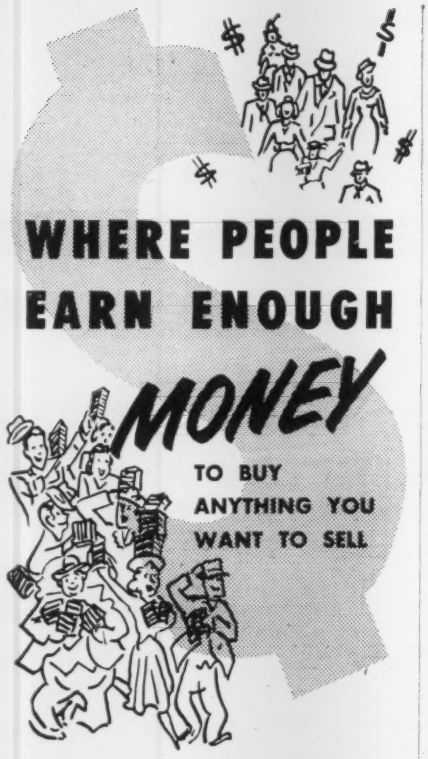


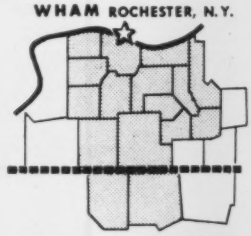
A 16-COUNTY MARKET
IN WESTERN NEW YORK
WITH A SPENDABLE
$2 BILLION INCOME

WHAM

will rate favorably in comparison with any Radio Station or market in New York State. "Sales Management Survey of Buying Power" quality of market index proves it.

WHAM has a complete market analysis of WHAM-land. Request a copy from George P. Hollingbery Company or WHAM.

WHAM ROCHESTER, N.Y.



50,000 watt—clear channel

WHAM
ROCHESTER RADIO CITY
The Stromberg Carlson Station
AM-FM ★ NBC Affiliate
Geo. P. Hollingbery Co., Nat'l Rep

THE BENNETTS

Network: NBC-TV, originating in Chicago.
Time: 10:15-30 a.m. CDT (Monday through Friday); reviewed July 6.
Producer: Ben Park.
Director: John Hinsey.
Assistant Director: Harry Trigg.
Assistant Producer: Jim Troy.
Coordinator: Walter Welch.
Writer: Bill Barrett.
Cast: Don Gibson, Paula Houston, Jerry Garvey, Kay Westfall, Jim Andelin, Viola Berwick, Beverly Younger, Jack Lester, Sam Siegel.
Sets: Bill Rittman.

CONSIDERING the aspersions continually cast on the American soap opera by professional purists, NBC-TV probably deserves some sort of an accolade for bravely launching a new "dramatic serial" out of Chicago.

Network TV's newest venture along this line is *The Bennetts*, a story of the day-to-day life of a midwestern lawyer, his family, his friends and his cases.

By and large, *The Bennetts* is better than run of the mill daytime dramatic offerings. It also proved, on the initial program, to be good television, thanks to competent production and direction and a better than average script.

It is not enough to create a believable cast for the television novel; the viewer should have a pretty fair idea of the environmental and geographical factors which set off the motivations of the characters. Writer Bill Barrett has managed to do just this.

He blueprinted a typical Midwest industrial city (population: 72,000) and called it Kingsport—"situated in an area that might be likened to south central Ohio." As a result of painstaking scripting on politics (the town is strongly Republican, although it went for Roosevelt in 1932) and other details, *The Bennetts* manages to come alive at the outset.

The first program had all the necessary ingredients: Wayne Bennett parceling out a weekly allowance to his son, exuding marital happiness for his mate Nancy, demanding four eggs for breakfast and hinting that his friend, Bert, may have been connected with a $2,000 store theft when the latter turns up with an anniversary ring for his wife Elly and reports he's being shadowed.

Production by Ben Park and direction by John Hinsey are equally excellent.

NOTHING BUT THE BEST

Network: NBC-TV
Time: Tues., 9:00-9:30 p.m. EST.
Producer-Director: Bob Banner.
Music Director: Charles Naylor.
Writer: Robert Paul Smith.
M. C.: Eddie Albert.
Guest Stars 7/7/53: Louis Armstrong, Lee Wiley, Vera Zorina, The Mambo Knights.
Choral Direction: Keith Textor.
Audio Technician: George Anderson.

EDDIE ALBERT seemed relatively pleased with himself last Tuesday night when he faced the NBC television cameras as m.c. on a new half-hour show called *Nothing but the Best*. His was the softest touch in town, he said. Procter & Gamble, sponsor of the show for several of its products, has given him a free hand in presenting weekly hereafter stars whose talents have earned them a permanent niche in the nothing-but-the-best annals of the entertainment world as well as newcomers who Mr. Albert feels may be destined to join them. Should his guests continue to be as accomplished in their respective fields as are Louis Armstrong, Lee Wiley, Vera Zorina, and the Mambo Knights, a group of Negro youngsters who created some fine rhythmical effects on their make-shift instruments, *Nothing but the Best* will be worth watching.

The production itself, however, was not up to the calibre of the Armstrong trumpet and immortal song style, a Wiley treatment of slow on-beat unstylized tunes or a graceful Zorina ballet. The continuity, ordinary in content, was badly paced in delivery too. Between song, dance and trumpet numbers things fell pretty flat. Mr. Albert, well known for his ease in speech and mannerism, took it a bit too easy on this telecast. The pace of the production suffered.

But individual segments were well directed and well staged. The director concentrated on each personality, not on the show as a whole. Skillful use of lighting created several

EDDIE ALBERT

★ ★ ★

good effects. Particularly appealing was the show's introductory scene. Performers, as their names were announced, were hit with a single spotlight. Each stood at a different distance from the camera. In utilizing the depth of the set to its best advantage an almost three-dimensional effect was created.

On the assumption that a woman is more inclined to follow a man's advice than that of another woman, P&G has Mr. Albert selling the ladyfolk on the advantages of Lilt home permanents. An attractive blond girl who has given the product a try is on hand for visual purposes but Mr. Albert does the talking. The show's theme is carried over into commercial copy too. Mr. Albert is doubly anxious that his feminine viewers try Lilt because after all they are entitled to "nothing but the best."

BOOKS

TELEVISION SCRIPTS FOR STAGING AND STUDY by Rudy Bretz and Edward Stasheff. A. A. Wyn Inc., 23 West 47th St., New York 36. 332 pp. $4.95.

EXHAUSTIVE treatment of one area of television is contained in this book, which includes a guide to creative camera work. Original directors' scripts, marked to show floor plans and camera positions, are included. Accompanying one script are televised pictures of certain scenes to show what the TV audience actually saw. Techniques of good photography and staging are explained with an interesting text and many pages of pictures and drawings.

KGU

760 kc Honolulu, Hawaii, the First Radio Voice of the rich Island Market of 500,000 people who have an Effective Buying Income of $569,000,000 annually

Effective July 1, 1953, KGU will be nationally represented by...

NBC

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Chicago Cleveland Washington
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RADIO STATIONS

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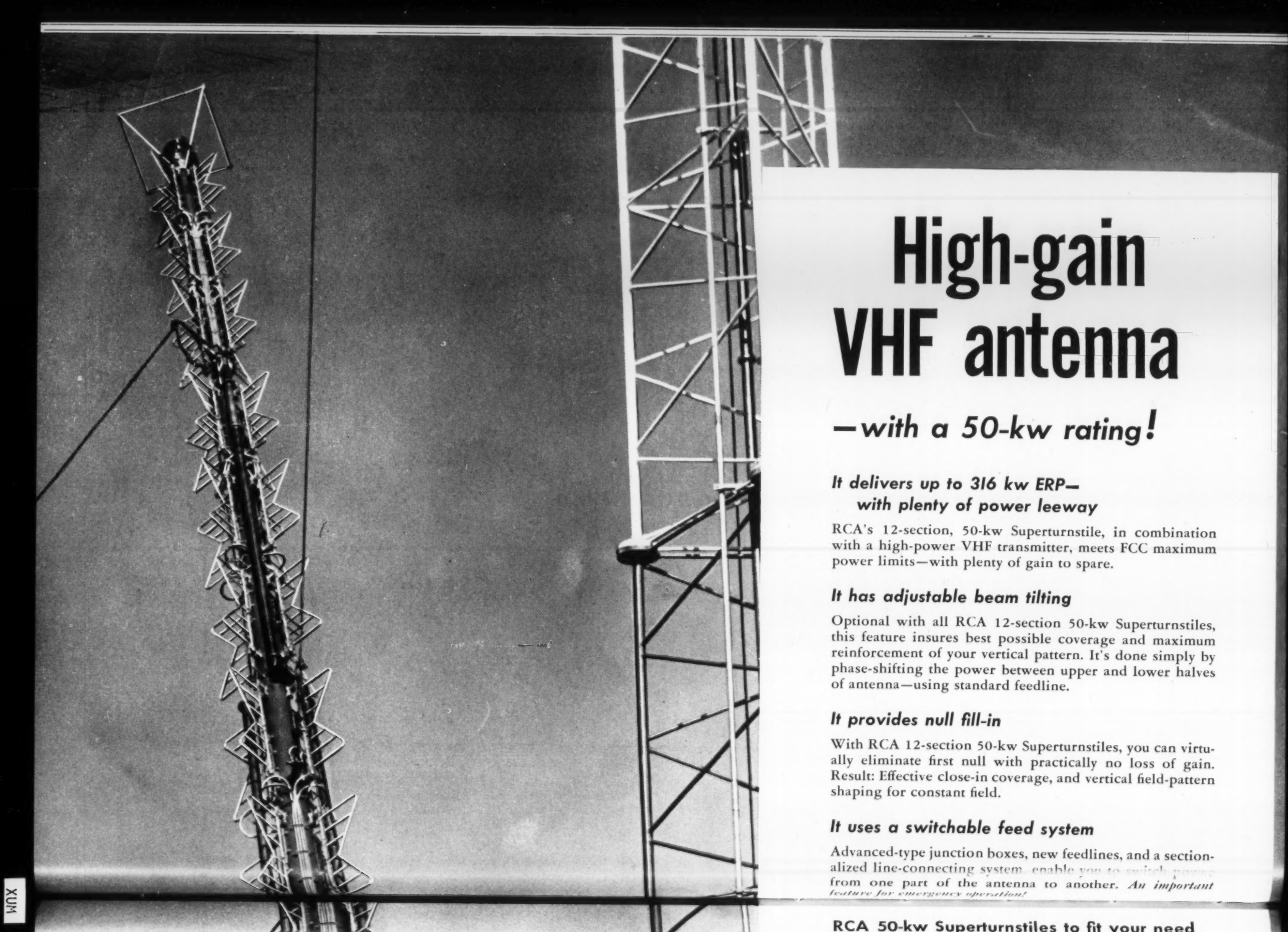
WMAQ	*Chicago*
KNBC	*San Francisco*
WRC	*Washington*
WTAM	*Cleveland*
KSD	*St. Louis*
KGU	*Honolulu, Hawaii*



High-gain VHF antenna

—with a 50-kw rating!

It delivers up to 316 kw ERP— with plenty of power leeway

RCA's 12-section, 50-kw Superturnstile, in combination with a high-power VHF transmitter, meets FCC maximum power limits—with plenty of gain to spare.

It has adjustable beam tilting

Optional with all RCA 12-section 50-kw Superturnstiles, this feature insures best possible coverage and maximum reinforcement of your vertical pattern. It's done simply by phase-shifting the power between upper and lower halves of antenna—using standard feedline.

It provides null fill-in

With RCA 12-section 50-kw Superturnstiles, you can virtually eliminate first null with practically no loss of gain. Result: Effective close-in coverage, and vertical field-pattern shaping for constant field.

It uses a switchable feed system

Advanced-type junction boxes, new feedlines, and a sectionalized line-connecting system enable you to switch power from one part of the antenna to another. *An important feature for emergency operation!*

RCA 50-kw Superturnstiles to fit your need

from one part of the antenna to another. *An important feature for emergency operation!*

RCA 50-kw Superturnstiles to fit your need

Sections	Channel	Type No.
12	2 and 3	TF-12AL
12	4 to 6	TF-12AM
12	7 to 13	TF-12AH
6	2 and 3	TF-6AL
6	4 to 6	TF-6BM

Specially matched Styroflex line

No VHF antenna operates right without close matching with the transmission line. RCA's Styroflex transmission line *matches* the impedance of Superturnstile sections, handles higher power, holds center conductor in position —even when line is coiled.

Complete VHF Antenna Accessories

RCA has all equipment for VHF 50-kw Superturnstile systems—transmission line fittings, towers, r-f loads and wattmeters, diplexers, etc. Everything is "system-matched" for maximum performance.

Remember

RCA makes five different types of high-gain 50-kw antennas for VHF. RCA has all 50-kw antenna accessories. RCA can supply high-gain 50-kw antenna systems—*tailored specifically for your VHF channel, power, and service area.* Play it safe. Let your RCA Broadcast Sales Representative help plan your TV antenna system.

This picture was taken during erection of an RCA TF-12AH, 12-section 50-kw Superturnstile at KTBC-TV. Interim transmitter power was 2 kw when KTBC-TV went on the air. Now it's 10 kw.

KTBC-TV can still increase power many times without a single change in its antenna system. Here's TV antenna planning—that insures the station for the future!

RADIO CORPORATION of AMERICA

ENGINEERING PRODUCTS DEPARTMENT **CAMDEN, N.J.**

KITE

NO DOUBLE SPOTS

NO SECRET RATES

the Other Guy never buys it for less on KITE

San Antonio's Leading Independent

Nat'l Rep. John E. Pearson Co.

CLEVELAND'S Chief STATION

WJW

5,000 WATTS—850 K.C.

BASIC ABC NETWORK

REPRESENTED BY

H-R REPRESENTATIVES

OPEN MIKE

Double Trouble

EDITOR:

We appreciate and thank you for your publicity, page 30, May 25, 1953, stating "Iowa Packing Co., Division of Swift and Co., appoints Rockett-Lauritzen."

However, we regret to inform you that the Iowa Packing Co. appointing Rockett-Lauritzen, was not a division of Swift and Co., but purely a local organization. There are two Iowa Packing Cos., so it is easy to see how this account could become confused . . .

Donald C. Lauritzen, President
Rockett-Lauritzen Advertising
Los Angeles

Thank You Note

EDITOR:

. . . Your generous contribution has helped immeasurably to create an awareness of the seriousness of the cancer problem and of the necessity of acting for the common good against a common enemy.

I do want to thank you most warmly, on behalf of the Society and its hundreds of thousands of volunteer workers, for the splendid help you have given us.

Elmer H. Bobst
Honorary Chairman
Board of Directors
American Cancer Society Inc.
New York

Equal Treatment

EDITOR:

. . . I fully concur with your judgment in the revised format of Telestatus. By handling the matter as now set up, it treats everyone equitably and I have no quarrel with that.

The only quarrel we have ever had was the fact that you recognized such situations as Dallas-Fort Worth as a common market and yet failed to recognize Kalamazoo-Grand Rapids as a single entity. Under that listing, it simply was unfair to us. Now that everybody starts even, we will be glad to tell the Kalamazoo-Grand Rapids story via the promotion route.

John E. Fetzer
President
WKZO-AM-TV
Kalamazoo, Mich.

Who's on First?

EDITOR:

Re: July 6 issue, B•T, page 22 "Our Respects":

The implication of paragraph 8 of the story is that Messrs. Walker, Renton and Linx originated the Conelrad system in toto. The basis of the system is the cluster operation of groups of stations, either synchronized or pulsed.

In 1941 the writer submitted the idea of the cluster system (with pulsating operation, on off mode and sequential mode variations, and some other ideas) as a deceptive device permitting operation of radio stations as does the present Conelrad system. The idea then, as now, was to permit the operation of stations during alert periods and at the same time deceive anyone using the signals for navigation.

This letter is not intended to reflect on any of the above named gentlemen, but rather to point out that the system. . . was conceived at the start of World War II.

Palmer A. Greer
Radio Engineer
Spartanburg, S.C.

Hocus Pocus

EDITOR:

. . . To impart some of the "sparkle" of our business to the minds of listeners, WJBS has begun making station breaks which say: "This is the *Magic of Radio* in Deland, Florida: WJBS". We were seeking to impart to the listener the idea that we deal in a day to-day miracle. Many listeners have commented, "Why that's right, it is magic." Perhaps other stations might like to remind their listeners that radio is magic!

Robert H. Walton, Station Manager
WJBS Deland, Fla.

Stresses Competition

EDITOR:

June 29 issue of B•T, under the column AT DEADLINE, has an item about WGBI-TV and the recent decision by the FCC. The item states in part, "MCL is part-owned by WQAN."

One of the points at issue is that there has been, there is, and there will continue to be stiff competition between WQAN and WGBI, as well as WGBI-TV.

Elizabeth R. Lynett and Edward J. Lynett, as individuals (not as *The Scranton Times*, nor WQAN), are part of MCL.

Since MCL has stressed this matter of competition in its application, I wonder if you might not think it desirable to clarify the statement which appeared in B•T.

Cecil Woodland
General Manager
WQAN Scranton, Pa.

[EDITOR'S NOTE: FCC on June 29 designated for hearing the application of WGBI-TV for assignment of permit from Scranton Bcstrs. Inc. to MCL Telecasting Corp. upon issues involving continued competition between WGBI-TV, WGBI and WQAN, despite contentions of parties that competition will not lessen. MCL Telecasting Corp. is owned one-third by Scranton Bcstrs. Inc., now permittee WGBI-TV and licensee of WGBI; one-third by Meco Realty Co., controlled by Comerford theatre interests, and one-third owned by Edward and Elizabeth Lynett (each hold 16⅔% interest). The Lynetts, as co-partners, do business as The Scranton Times, WQAN licensee.]

More Than Meets the Eye?

EDITOR:

I note that Sen. Joe McCarthy has introduced a bill to require radio stations to make and keep recordings of all broadcasts. Tape for radio—film for TV stations. . . .

What a racket!

T. Doug Youngblood
General Manager
WFIG Sumter, S. C.

Bright Side

EDITOR:

The complaint of Arthur J. Barry [OPEN MIKE, July 6] about the poor radio sets manufactured these days is certainly a legitimate one, and his proposals to combat the situation have merit.

The situation is not without its compensations, however. The non-selective sets which cut his station out in the fringe areas are the same type which cut his outside competition out of his hometown zone. It's a standing gag here in Middletown that we have "rigged" most sets to receive only WALL.

This is another contributing factor to radio's emergence as the nation's real hometown medium.

James M. Patt, President
WALL Middletown, N. Y.

$1500

IN 4 HOURS AND 20 MINUTES

THAT SHOWS THE POWER OF

KWBE-RADIO

BEATRICE, NEBRASKA

$10.00 started the Monetary Donations to the Hebron Relief Fund through KWBE-RADIO—when Hebron, Nebraska, located 50 Miles Southwest of Beatrice was struck by a tornado at 9:45 P.M. on Saturday—May 9th—

$3,000 WAS THE TOTAL COLLECTED BY KWBE-RADIO.

THIS WAS AN EMERGENCY **THIS** SHOWS THE LISTENING POWER OF KWBE-RADIO.

KWBE-RADIO WAS ON THE JOB AND GOT TREMENDOUS RESULTS—

WE CAN "SAVE THE DAY" FOR YOU BY OFFERING OUTSTANDING BUYING POWER IN THE RICH BLUE RIVER VALLEY—

250 WATTS
1450 KC

KWBE
RADIO
BEATRICE, NEBRASKA

Today, no one anywhere has to be shown what a cigarette looks like—or how to smoke it. Lighting one is the first thing many people do in the morning. Putting one out is the last thing they do at night.

Everywhere people are smoking more cigarettes than ever before. Some 3 trillion since the war. An expected 400 billion this year. They have more choice than ever before. Regular. King-Size. Tipped. Filtered. Flavored. And some 27 brands.

That's Where Advertising Comes In

For the people who sell cigarettes know that a brand is by and large a state of mind. And that advertising creates this state of mind... turns a product into a brand... and slips it in the customer's pocket.

They know that a brand is no brand at all when it's in a market advertising doesn't reach.

And they also know that as advertisers, they have less than ½¢ a pack (taxes, 8¢ plus) to win their share of the market.

That's Where Radio Comes In

Of all media, radio alone exactly parallels the requirements of the cigarette industry—and of any industry that wants to speak to everyone, often, economically.

Like cigarettes, radios turn up everywhere—except in subways and the public library. Like smoking, listening knows no boundaries—geographic, economic, or educational.

And just as people are buying more cigarettes than ever before, they're buying more radios than ever before. Some 100 million since the war. Another 14 million indicated for this year. And among some 50 makes, radio sets also offer more choice than ever before. Auto. Portable. Clock. Console. Combination.

Naturally these radios command a lot of listening, in *all* markets. Day and night, the average family listens some 20 hours a week. For radio, as they say, satisfies and . . .

CBS Radio Satisfies Best

On CBS Radio, advertisers find their biggest audiences — and a cost per thousand that's 20 per cent lower than on any other network. Consequently, CBS Radio makes even smaller that "fraction of a cent" which most rapid turnover, cumulative profit products can afford to spend on advertising.

Perhaps that's why *all* of the five major cigarette companies — American Tobacco, Liggett & Myers, Lorillard, Philip Morris, and R. J. Reynolds — are using CBS Radio in 1953. And why cigarette billings on CBS Radio are up 33 per cent over last year.

For All Mass Products, Radio Is a Basic Medium

Whether the product costs pennies or thousands. Whether it lasts for a week or a lifetime. For example, *soap*, now sponsoring 32 CBS Radio broadcasts every week. And *drugs and cosmetics*, sponsoring 55. Or *household furnishings and appliances*, today investing 121 per cent more on CBS Radio than last year. Or *automobiles*, with two accounts new to CBS Radio this year alone.

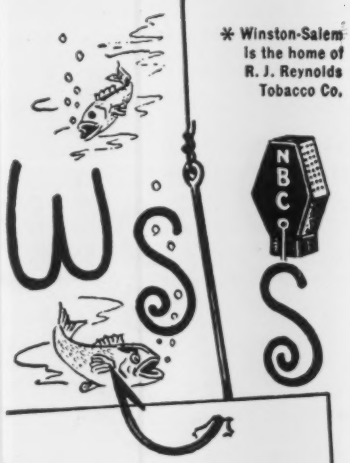
The dollar vote from advertisers of all kinds is running 25 per cent stronger for the CBS Radio Network than for our nearest competitor.

Whatever your product, if you're looking for a low-budget way to maintain present market loyalties *and to reach out to new customers* . . . if your advertising requires frequency, and economy, and impact, strike up a match with radio.

SELL MORE IN THE
SOUTH'S
No. 1 State!

A Lucky Strike in the Camel City*

* Winston-Salem is the home of R. J. Reynolds Tobacco Co.



Automotive Sales for WINSTON-SALEM'S

WSJS

15-COUNTY MARKET

$116,806,000*

Sales Management 1953 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

our respects

to ROBERT WILLIAM SARNOFF

BOB SARNOFF served more than three years in the Navy, two of them as communications officer under Admiral William S. (Bull) Halsey in the South Pacific. During that time he had no idea that nearly nine years later he would be standing in the office of the Secretary of the Navy, with two of his peacetime colleagues, to receive a Navy decoration for his civilian activities.

The trio was there to receive the highest award the Navy can bestow upon a civilian, the Distinguished Public Service Award. The honor was in recognition of their work on the NBC-Navy documentary of the Navy's role in World War II, *Victory at Sea.* Those who shared the honor with Mr. Sarnoff were Henry Salomon, producer and writer of the series, and the eminent composer Richard Rodgers, who composed the 13-hour original musical score for *Victory.*

In a way, *Victory* may be said to be an identifying mark of Mr. Sarnoff's rise, which has taken him to the NBC vice presidency in charge of the company's Film Division, one of the three major operating divisions of NBC.

Bearing a famous name in communications, the son of Brig. Gen. David Sarnoff, chairman of the boards of both RCA and NBC, young Bob Sarnoff elected to start his career elsewhere. When he was released from active Navy duty after the war was over, he turned first not to RCA or NBC, but to a communications entity which embraces both broadcast and printed media. He became assistant to Gardner Cowles Jr., publisher of the Des Moines *Register* and *Tribune* as well as president of Cowles Broadcasting Co. After a year in this Midwest post he moved East again, as a member of the staff of the Cowles-owned *Look* magazine.

To NBC in 1948

It was Jan. 1, 1948, when he joined NBC. He started out as an account executive in the sales department and became assistant to the national program manager for the television network the following November. When the Booz, Allen & Hamilton management advisory firm, then making an exhaustive study of NBC's organizational setup, found him doing all the things a production manager ordinarily does, he was named TV production manager. That was in June 1948.

Then followed a period as NBC-TV program sales manager, after which the need for coordinated management of the heavily budgeted, multiple-sponsored TV productions of NBC led to his appointment as director of unit production in January 1951. Here his responsibilities included the *Comedy Hour, All Star Revue, Your Show of Shows,* and *Kate Smith Hour* productions.

It was in this capacity that Mr. Sarnoff, who also was supervising the NBC-TV *Opera Theatre* at this time, launched *Victory,* a series of 26 half-hour episodes which made its first appearance on NBC-TV on Oct. 26, 1952; started on BBC the next day, later was carried by the CBC, and now is being syndicated by Mr. Sarnoff's film division.

In the meantime, in June 1951, Mr. Sarnoff had been elected a vice president of NBC. A year later the film division was created by the network and he was placed in charge, and in March of this year it was established as the third major operating division of NBC, coequal with the networks and owned-and-operated stations divisions.

Robert William Sarnoff was born July 2, 1918, in New York, a son of Brig. Gen. and Mrs. David Sarnoff. He attended private schools in New York and Phillips Academy at Andover, Mass., where he was graduated in 1935. He then went to Harvard, where he earned his BA degree in government and philosophy in 1939.

That summer he worked in the radio division of the New York World's Fair, followed by a year at Columbia Law School. Then, in August 1941, he entered government service in Washington, serving in what was the forerunner of the Office of Strategic Services, the office of Gen. William Donovan, then coordinator of information. He was on the international shortwave broadcasting side, sometimes referred to as "the Tower of Babel," which fed broadcasts to 11 international stations.

Mr. Sarnoff became Ensign Sarnoff in March 1942, served for a time as a communications officer under the Chief of Naval Operations and then for almost two years under Admiral Halsey in the Pacific. There he supervised establishments of direct radio circuits to the U. S. from Noumea, Guadalcanal, Bougainville, and other key islands for the use of network radio correspondents. He returned to the U. S. in December 1944 to serve as liaison officer between the Navy and the broadcasting networks in Los Angeles, after which he returned to inactive duty as a lieutenant late in 1945 and joined the Cowles organization.

Under Mr. Sarnoff's direction, the expanding Film Division now has offices in New York, Chicago, and Los Angeles, and plans to open others as new markets and new stations begin operations.

Mr. Sarnoff was married to Felicia Warburg in July 1950, and has a daughter, Rosita, by a former marriage. He was president of the Radio and Television Executive Society for 1952-'53 and is now a member of its board of governors. He is a member of the Board of Visitors for the School of Public Relations and Communications of Boston U., the American Arbitration Assn., and the Greater New York Councils of the Boy Scouts of America. His clubs include the Harvard Club of New York and the Century Country Club. He has traveled extensively throughout the U. S., Europe, and South America, and his hobbies are collecting art and sailing.

TELEVISION-GRAM

ALL TIMEBUYERS
EVERYWHERE, U. S. A.

DENVER'S NEWEST, MOST POWERFUL TV STATION JUST APPROVED BY FCC. CONSTRUCTION NOW IN PROGRESS. FINEST TV FACILITIES FOR LOCAL PRESENTATIONS ROCKY MOUNTAIN AREA. STAFF IN TRAINING FIVE YEARS. CBS TELEVISION NETWORK. EXPERIENCED, PROFESSIONAL OPERATION ASSURED. NATIONAL AND REGIONAL CAMPAIGNS SHOULD INCLUDE KLZ-TV CHANNEL 7 THIS FALL. BE ON LOOKOUT FOR STARTING DATE.

HUGH B. TERRY
KLZ-TV DENVER

KLZ-TV goes on the air this autumn with the largest, most completely equipped operation in the Denver area . . . a modern TV Center comprising 34,000 square feet of expertly planned floor space. TV antenna will rise 2380 feet above Denver. Important, too, is the experience and know-how which has given KLZ-Radio a distinguished record for creative programming and public service. This, expanded to our TV operation, will place KLZ-TV in a dominant position, teaming CBS Television and Top Local Programs to bring immediate audience acceptance for Channel 7 advertisers.

Hugh B Terry

President and General Manager

KLZ-TV

CHANNEL 7 CBS TELEVISION

DENVER

ON THE AIR ABOUT NOVEMBER 1ST

ALADDIN RADIO AND TELEVISION, INC.
Represented by the Katz Agency

another Hooper
in Chattanooga—
another smashing
record of morning
leadership for...

WDEF

now 5000 WATTS
DAY and NIGHT
ON NBC

WDEF
CHATTANOOGA, TENNESSEE

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

REPRESENTED BY BRANHAM

Dan Seymour

on all accounts

DAN SEYMOUR, vice president in charge of programming, Young & Rubicam, New York, is conceivably the youngest old man in the industry. Still comfortably this side of 40, he has been a "name" in broadcasting for nearly two decades.

Now a substantial figure in agency operations he has previously achieved recognition as "Radio's best announcer," an eminence he enjoyed, presumably, with the self-confidence that devolved from his somewhat simultaneous designation as "one of the ten best-dressed men in America." Or perhaps he viewed it with the paternal serenity resulting from his selection as "Favorite American Father."

The point is, Mr. Seymour is a man of parts, all of them meshing fluidly in the whole man at his present job.

Born in New York City, Mr. Seymour was graduated from Amhurst in 1935 with a BA degree. While at college he was active in dramatics, and at 18 he went abroad as a guest of the Austrian Ministry of Education to study and teach stage techniques.

After graduation, he landed an announcing job with a Boston radio station and shortly went to New York and CBS to launch his successful career as a national performer.

His list of programs reads like a virtual roll-call of a golden era in broadcasting, but his most significant assignment, as it turned out, occurred in 1941 when he began to officiate as announcer on the *We the People* show for Gulf Oil, through Young & Rubicam.

13 Years With Show

He remained with the program, the sponsor and the agency for 13 years, until last fall. For the past four years he has served it simultaneously as m.c.-host, editor and producer.

Shortly after the close of the show, in December 1952, Nat Wolff, vice president in charge of radio and television for Y & R, invited Mr. Seymour to do what he could to administer a lift to the General Electric program. He performed his doctoring mission so successfully that Mr. Wolff urged him to consider a permanent role with the agency as a television and radio executive. Mr. Seymour considered—and he capitulated; last April he was named a Y & R vice president. Shortly prior to that he had become a stockholder in the agency.

Mr. Seymour married the former Louise Scharff. They have four children, Mary Louise, 17, Judith Ann, 14, Stephen Dana, 11 and Kathie Joan, 3. Their home is in White Plains, N. Y.

His hobbies are golf, fishing and gardening.

Time Buyers who Dig for the FACTS

BUY SAN DIEGO

(. . . Because it's the Nation's fastest growing large city)

AND

BUY KSON

(. . . San Diego's only 24 hour music and news station)

Because, regardless of *what* survey they work with, they have only to consult SRDS to find-

KSON IS THE LOWEST COST PER THOUSAND

PULSE	NIELSEN	HOOPER
KSON . . . . . 44¢	**KSON . . . . . 06¢**	**KSON . . . . . 76¢**
"A" . . . . $ .80	"A" . . . . . 10¢	"A" $1.04
"B" $2.27	"B" . . . . . 25¢	"B" $6.18
"C" $1.68	"C" . . . . . 22¢	"C" $4.04
"D" $1.50	"D" . . . . . 21¢	"D" $4.63
"E" $1.50	"E" . . . . . 14¢	"E" $4.12
April-May daytime Inner Pulse 100% yardstick (Mon.-Fri.) daytime 15 time one minute rate.	Comparative cost per thousand homes based on average daily circulation daytime 15 time one minute rate.	April-May daytime Hooper radio audience index (Mon.-Fri.) daytime 15 time one minute rate.

REPRESENTED BY THE BOLLING CO.

OWNED AND OPERATED BY FRED and DOROTHY RABELL

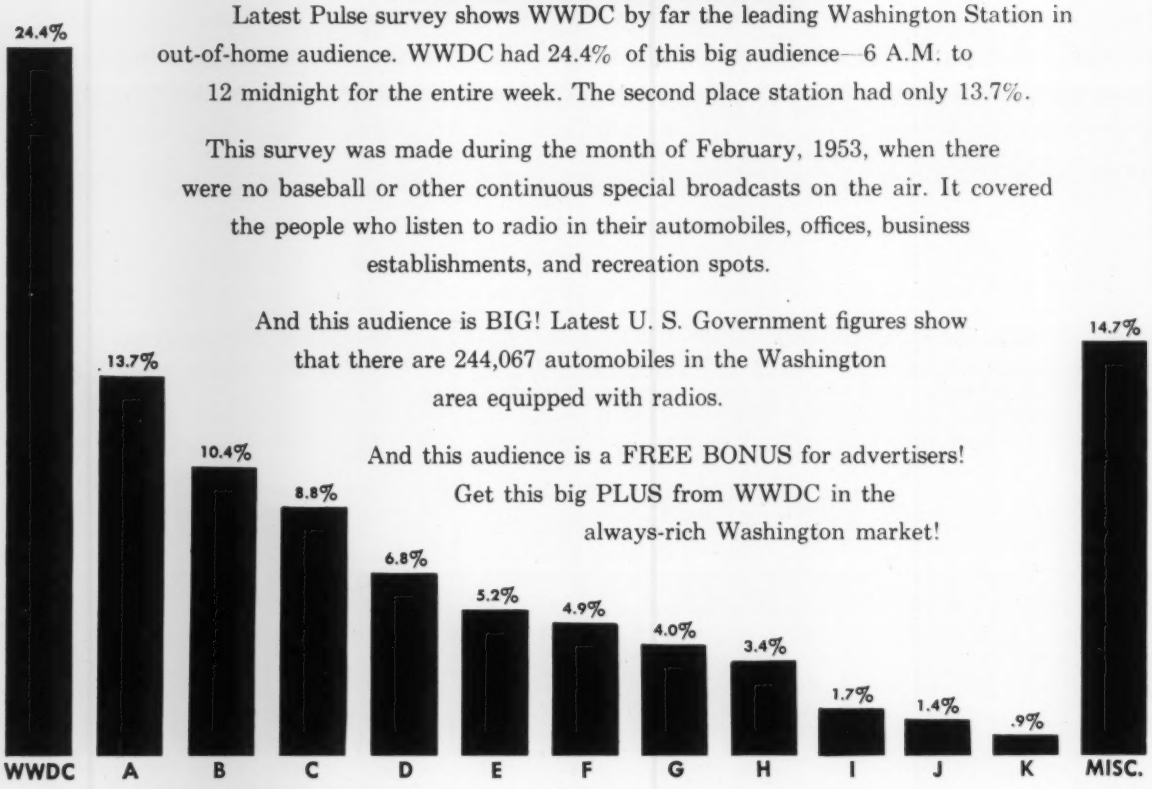
WWDC 1ST IN OUT-OF-HOME AUDIENCE!

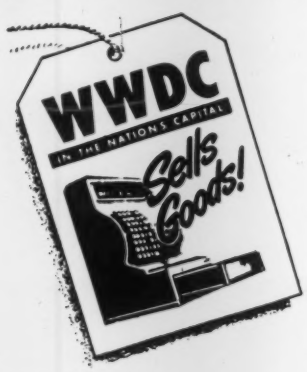
Latest Pulse survey shows WWDC by far the leading Washington Station in out-of-home audience. WWDC had 24.4% of this big audience—6 A.M. to 12 midnight for the entire week. The second place station had only 13.7%.

This survey was made during the month of February, 1953, when there were no baseball or other continuous special broadcasts on the air. It covered the people who listen to radio in their automobiles, offices, business establishments, and recreation spots.

And this audience is BIG! Latest U. S. Government figures show that there are 244,067 automobiles in the Washington area equipped with radios.

And this audience is a FREE BONUS for advertisers! Get this big PLUS from WWDC in the always-rich Washington market!





IN WASHINGTON, D.C., IT'S

WWDC

REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY

BROADCASTING TELECASTING

July 13, 1953 Vol. 45, No. 2

NBC SURVEY DRAWS TV MAXIM: 'SEE PROGRAM, BUY PRODUCT'

And the reverse is true, Quad-City research purports to show. The loyal viewer will buy the product—the viewer who stops watching the show also stops buying the product. Moral: Keep your viewers, keep your customers.

A DETAILED survey showing the lift that TV viewing gives a sponsor's sales curve—and the drop that comes if he stops sponsoring or viewers stop viewing—was unveiled by NBC last Thursday.

Principal conclusions of the study, which is called "Why Sales Come in Curves," and is "a preliminary report of NBC's study of brand-switching":

- "If they begin viewing, they begin buying.
- "If they stop viewing, they stop buying.
- "If they continue viewing, they continue buying.
- "If they continue not viewing, they continue not buying."

These conclusions are backed up by a series of case histories gathered for NBC by W. R. Simmons & Assoc., New York research firm, in interviews on brand purchases and viewing habits conducted with people in 4,881 homes in February 1952 and with the identical people in May of the same year.

Locale: Quad-City

The locale was the Quad-City area—Davenport, Iowa, and Moline, Rock Island, and East Moline, Ill. This is a two-station TV market of some 72,000 families, both rural and urban. TV set ownership at the time the first survey was made was 66% (the national level reached about 66% in March 1953).

The same questions were asked of the same people in both February and May. The study covers 42 TV-advertised brands (18 product categories) and 45 TV shows on which they were advertised (programs from all four networks and also local shows, with high and low rating shows, high and low budget shows and both daytime and evening shows represented).

From the number of people who were buying a particular brand in February but were not buying it in May, it was computed that the average brand had a customer turnover of 66% but that total sales remained virtually unchanged—that is, two out of three people in the total customer group either stopped or began buying in this period.

Switching "All the Time"

"This sort of switching is going on all the time," the report continued. "It's a fact which makes it crystal clear why a brand has to advertise—and continue to advertise—to survive: To cut down customer loss . . . to build up the number of loyal customers . . . to increase the number of new customers."

"And television advertising . . . can have considerable influence on the direction this brand switching takes. We sorted out, for a wide variety of brands and products, the people who switched *to* the brand between February and May. We examined their exposure to each other brand's television advertising. We found, in case after case, [that] when they switch, they switch to brands they've seen on TV."

The report conceded that this does not prove that it was the program alone that led them to switch, but pointed out that "it does prove that television meets the first requirement of an effective medium: It has the opportunity of influencing them."

For the report's "Theme Brand" —a cleanser advertised on a big evening variety show, whose progress was followed throughout the report—it was pointed out that, of the people who were not buying this brand in February but were buying it in May, 72% said they had been watching the program either in one month or in both months. For a food product the percentage of these "new" customers who had seen that product advertised on TV was 66%; for a cigarette, 55%; for a beer, 76%.

(With respect to the examples cited, it was made clear that "while a few product categories are repeated in several examples, not a single brand-program combination—other than our Theme Brand—in the entire report is even used more than once.")

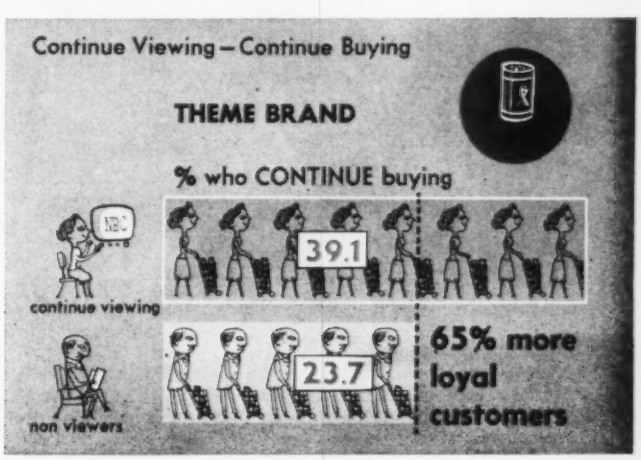
Among those who "began viewing" the "Theme Brand's" program between February and May, it was found that 21.5% also "began buying" the product in this period. By comparison it was found that among non-viewers—people who were not watching the program in either February or May—the number who "began buying" the product was only 15.3%. Thus, the report pointed out, there were 40% more new customers in the "began viewing" group.

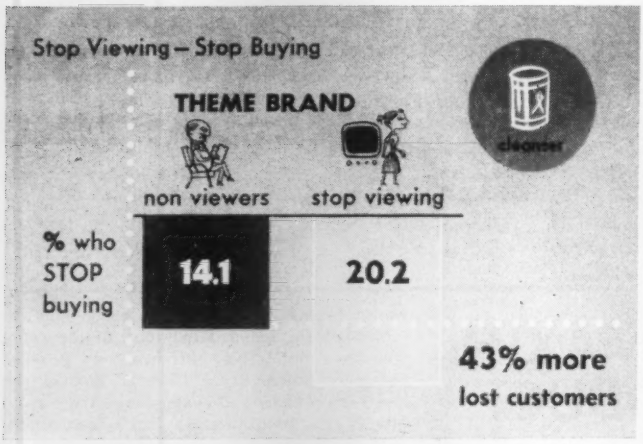
New-Customer Expectancy

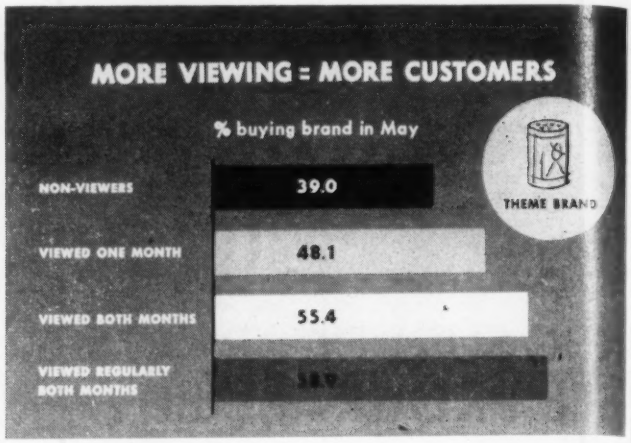
The 15.3%, the report asserted, "is what might be termed the normal, non-TV 'new-customer expectancy' for this brand in this period. In other words, with his other advertising, but without this television program, the advertiser could expect about 15% of the women to start buying his brand within this three-month period."

Along the same lines, it was found that a TV-advertised dentrifice had 33% more new customers among new viewers than among non-viewers; a hair preparation had 60% more; a packaged dessert had 38% more.

Looking at the relationship between the stopping of viewing and the stopping of buying, the researchers found that people who have been watching a program but have stopped watching are more inclined also to stop buying the product advertised on that program. For







the "Theme Brand" it was found that, of the people who stopped viewing the show between February and May, 20.2% also stopped buying the product, whereas among non-viewers, only 14.1% stopped buying. The difference: 43% more lost customers among the stop-viewing group. A soap product was found to have lost 38% more customers among viewers who had watched and stopped, and a beer product, 66%.

The study also found more "loyal customers" among "loyal viewers." For the "Theme Brand," it was pointed out, 39.1% of those who were watching it in both February and May were also buying the product in February and May. This compares with 23.7% of such "loyal customers" among people who were not watching the program in either month —a difference of 65% in favor of the loyal-viewing group. For a food product this difference was placed at 61%; a hair tonic, 50%; a drug product, 118%.

Total Customer Standpoint

Approaching the question from the standpoint of total customers, the survey showed that, among people who "began viewing" the "Theme Brand's" program, there were 23% more customers (both new and established customers) in May than in February, whereas among non-viewers there was only a 3% gain during this period. A food product had 13% more customers among "begin viewers" and 1% less among non-viewers, comparing May to February; a cigarette, 23% more among new viewers and 8% less among non-viewers; a dentifrice, 22% more among the new viewers and 9% less among the non-viewers.

The report at this point emphasized:

"When we speak of the changes within a group between February and May, we are not talking about a comparison of one matched group with another. *We are dealing with the very same individuals at two points in time.* The customer level in May is based on exactly the same persons as the customer level in February. The people are identical. But in the case of one group, there is a change inexposure to specific TV advertising. In the case of the other group, there is no such change in the exposure.

"And when there is this change in exposure, there is a marked change in the customer level: If they BEGIN viewing, you get MORE customers."

Looking at people who continued viewing the "Theme Brand's" program as compared with those who had viewed in February but had stopped in May, the study showed 3% more customers in the continue-viewing group in May than in February, but 11% fewer May customers among the stop-viewers.

There also is a relationship between length-of-viewing and product-buying. Of those who did not watch the "Theme Brand" program in either February or May, 39% reported buying the brand in May. Of those who viewed the program one month or the other, 48.1% bought in May; of those who viewed it both months, 55.4% bought, and of those who said they viewed it "regularly" both months, 58.9% bought.

'Loyal' Customers

Further, the percentage of "loyal" customers was shown to be greater among more "loyal" viewers, and "loyal" customers were found to buy in larger quantities.

The report also computed the number of customers the "Theme Brand" would have had without TV. First it was shown that in total customers, this TV-advertised brand registered a 3% gain between February and May. Then, applying the other information available, it was estimated that "without TV, this brand would probably have had about 6% *fewer* customers in May than it had in February.

"Thus the net difference television makes is the spread between the 3% increase in customers that actually developed, and the 6% loss that would probably have taken place without the TV program. With TV, the advertiser was about 10% ahead of where he would have been 'without TV'—in three months."

The study also investigated what happens when a sponsor goes off the air. A headache remedy advertised on a participating program in February but stopped shortly afterward. The program continued. It was found that 11.7% of the people who had been viewing the program stopped buying the brand after it went off the air, whereas 8.9% of the non-viewers stopped buying it. This, the report notes, amounts to "31% more lost customers among the viewing group." The report continues:

Must Continue Advertising

"The buyers among the February viewing group included new customers which television brought to the brand. The advertiser can't expect to retain them without continuing to advertise to them."

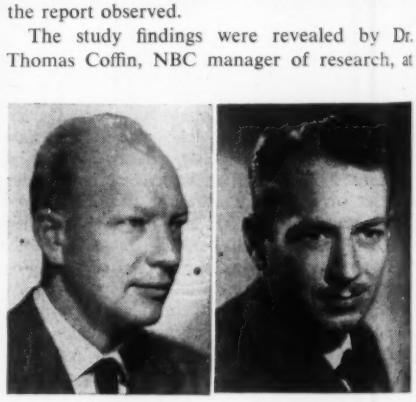
The report also contains a case history of a "new" TV advertiser, a toiletry with a low sales level and a sharply declining sales curve which started on a participating program shortly after the February interviews. Of the people who were watching the program in May, 4.6% had begun buying this toiletry. On the other hand, only 2.4% of the non-viewers were buying it. Additionally it was shown that among non-viewers the total number of customers dropped 38% between February and May. But among viewers, the drop was 6%, and the report said "it is reasonable to assume that sometime before May, the sales among the viewer group had stopped falling."

Appraising the effect of the introduction of a television set into the home, the researchers compiled figures on the number of TV-advertised purchases in new TV homes in May, and similar data for the same homes in February, before they got their TV sets. Thus it was found that between February and May, TV-advertised brands increased their share by 6% in the new TV homes, while other brands dropped 12% in the same homes.

6 Million More Yearly

"These changes are especially interesting in view of the fact that about six million homes each year are being added to the TV audience," the report observed.

The study findings were revealed by Dr. Thomas Coffin, NBC manager of research, at



Mr. Beville **Dr. Coffin**

a news conference in New York Thursday. Research and Planning Director Hugh M. Beville presented Dr. Coffin.

Future Showings

Showings this week of the presentation include one tomorrow (Tuesday) at a luncheon for advertising agency repersentatives, and one Wednesday for representatives of clients, both to be held in New York.

During the balance of this month, NBC plans to further unveil its findings at other points across the nation. The schedule set up last week includes these six cities: Chicago on July 21; Detroit, July 22; Cleveland, July 23; San Francisco, July 28, and Los Angeles, July 30.

5 CLIENTS SWITCH AGENCY ACCOUNTS

Some advertisers move to new agencies, while others are expected to switch in the next fortnight.

FIVE advertisers switched agencies last week and at least three more are expected to do so within a fortnight.

Vitamin Corp. of America, currently serviced by Doherty, Steers, Clifford & Shenfield, New York, is expected to announce appointment of BBDO, New York, effective early this fall. The firm uses radio spot campaigns.

Emil Mogul, president of Emil Mogul Co., New York, reported at a luncheon last Wednesday in New York that he had just signed a new account whose annual billing will be about $1 million and that the official announcement will be made in about 10 days.

Advertising of the Friendly and Valentine brands of General Shoe Corp. by mutual agreement will be transferred Aug. 1 to Erwin, Wasey & Co., New York, from Anderson & Cairns. The decision results partly from a desire by General Shoe Corp. to consolidate its advertising with fewer agencies and partly from possible conflicts with another shoe account now serviced by Anderson & Cairns.

Garden Guild of America Inc., Devon, Pa., (horticultural products) named Smith, Hagel & Snyder Inc., New York, to service its account. Radio will be used.

Rilling Dermetics, N. Y., named Anderson & Cairns, New York, to handle advertising and promotion for the Dermetics line of cosmetics for the consumer and the Rilling beauty shop preparations.

Moore-McCormack Lines, appointed Young & Rubicam, New York, to handle its advertising effective immediately.

Meanwhile, Kenyon & Eckhardt, New York, is expected to announce a new account shortly.

Necchi Sewing Machine, in the market for a new television show and now serviced by Doyle Dane Bernbach, New York, was said to be looking for a new agency which can present a TV show to Necchi's liking. However, if DD&B should come up with just the show for the client, chances are Necchi would remain with the agency.

Thomas, Bolger Programs In Sponsorship Question

SPONSORSHIP outcome for the Danny Thomas show on ABC-TV this fall will depend on the outcome of the network's Ray Bolger pilot film, which is scheduled to be ready by the end of July.

American Tobacco Co., New York, has signed to sponsor the Thomas show on alternate weeks [B•T, June 29], but may sponsor it every week if it does not elect to take the Bolger show. But if the Bolger program turns out successfully then the tobacco company will alternate the two shows.

The decision as to which show would be sponsored by American Tobacco's Lucky Strike and which by its Pall Mall is still up in the air.

Meanwhile, Speidel watch bands is said to be ready to alternate with American Tobacco in sponsorship of the Thomas show if the tobacco firm does not sponsor him each week. Sullivan, Stauffer, Colwell & Bayles, New York, is the agency for both Pall Mall and Speidel, while BBDO, New York, handles Lucky Strike cigarettes.

Mogul Calls 15% Commission 'Archaic'; Urges Revision

THE 15% COMMISSION system for compensating advertising agencies is "archaic," Emil Mogul, president of Emil Mogul Co., said at a luncheon held last week to introduce the agency's newly appointed vice president and general manager, Nat C. Wildman.

Mr. Mogul told B•T later that instead of the 15% commission, a new "system of compensation based on client sales" should be installed.

The agency therefore will be put on its mettle to perform for sales of a client and would benefit accordingly, he asserted. Mr. Mogul added that if sales went up the agency's take would be more and if sales drop, the agency's share also would drop. The agency, he said, would have to be prepared to know each client's volume and its potential.

Mr. Mogul revealed to B•T he has such a system of "compensation based on sales" with one of his clients, Rayco automobile seat covers.

In introducing Mr. Wildman to the group, Mr. Mogul traced the history of the agency, which originated in 1940 with two accounts —still with the firm—and a third which was dropped later on. During the war the agency did not take on much new business but in 1945, when Charles Rothchild joined with three new accounts, the company then had five accounts, 11 employes and billing of about $600,000. Today, Mr. Mogul stated, the agency has 17 clients, 70 employes and in September will probably hit over $5 million in billing.

Each account that the agency had taken was either a small or non-advertising one, but today most of them are leaders in their fields with substantial advertising budgets, he pointed out.

In a brief rundown of his accounts, Mr. Mogul said that Barney's—now the largest independent clothing store in the country—was his first account, and when it started out it had a small advertising budget, but now its budget is around $15,000 to $20,000.

His second account, National Shoe Stores, also started with a modest ad budget and with 55 stores. Today it has over 100 stores and is still going strong with a substantial advertising budget.

Ronzoni Macaroni Co., with the agency for 11 years, started with a modest and limited budget and today is a leader in its field, outselling the next two brands combined, he said.

Esquire boot polish, whose account was acquired in 1945, was then dominated by three polish company giants but eight years later had changed the industry to the point that the 10-cent shoe polish was out of existence and the 25-cent polish sold by Esquire had established the industry price. The firm has the largest advertising promotion expenditure in the shoe polish industry, Mr. Mogul told the group.

He also cited the success of Rayco automobile seat covers and revealed that he had an unusual arrangement with this account, whereby he collects no fee and no 15% commission but has a special arrangement whose details he did not reveal at that time. Within a year, he predicted, the Rayco account will be over $2 million.

Mr. Wildman, the new vice president and general manager, has been with the Joseph Katz Agency, New York, for years.

Basford Management Group

A MANAGEMENT committee has been set up by the G. M. Basford Co., N. Y., composed of a four-man executive committee and five vice presidents. They are executive committeemen Roger L. Wensley, Henry C. Sildorff, Fred Adams and William C. Greene, and Vice Presidents John De Wolf, J. C. Snape, W. D. Murphy, Michael Turner and John Sasso.

Republic Includes Radio-TV

REPUBLIC Steel Kitchens, Canton, Ohio, will include radio-television in a new advertising campaign designed to capture the lead in the $250 million-a-year steel kitchen market, according to E. E. Bang, advertising manager of the firm's Berger division. Radio-TV plans have not been shaped up yet. Agency is Meldrum & Fewsmith, Cleveland. Production of firm formerly was handled by its Berger division.

STRATEGY talk for the new Fred Allen show, *Judge for Yourself*, takes place between the star, the sponsor (P. Lorillard Co.) and the network (NBC-TV). In huddle are (l to r): William J. Halley, president, and Herbert A. Kent, chairman of the board, Lorillard; Mr. Allen, and Frank White, NBC president. The show, for Lorillard's Old Gold cigarettes, begins Aug. 18 (Tuesday, 10 p.m., EDT).

P&G's AM STABLE RENEWED ON NBC

Total contract of sponsor represents $6½ millions in billings.

RENEWAL by Procter & Gamble of its entire program lineup on NBC radio—eight and three-quarters hours a week, representing about $6.5 million in gross annual billings — was announced last week by John K. Herbert, NBC vice president in charge of networks.

The renewals were for 52 weeks, effective June 29. They cover six Monday-though-Friday daytime programs: *Welcome Travelers* (10-10:30 a.m. EDT), and five quarter-hour serials carried from 3 to 4:15 p.m. EDT: *Life Can Be Beautiful, Road of Life, Pepper Young's Family, Right to Happiness,* and *Backstage Wife.*

"This offers firm evidence of network radio's ability to attract the wise advertiser," Mr. Herbert asserted. "It represents a firm conviction on the part of a major advertiser in NBC radio's proven effectiveness . . . ."

Three of the six shows have been sponsored by P&G on NBC since the late 1930s—*Pepper Young's Family* since January 1936; *Road of Life* since September 1937, and *Life Can Be Beautiful* since September 1938.

Biow Co. is agency for *Welcome Travelers;* Benton & Bowles for *Life Can Be Beautiful* and *Pepper Young's Family;* Compton Adv. for *Road of Life;* Dancer-Fitzgerald-Sample for *Right to Happiness,* and Young & Rubicam for *Backstage Wife.*

Compton Promotes Three

THREE members of the account group of Compton Adv., N. Y., have been elected vice president: Orville Chase, Olin Saunders and Robert Tannehill.

R&R Elects Joyce

JOSEPH R. JOYCE, a member of executive staff of Ruthrauff & Ryan, New York, since January 1953, last week was elected a vice president.

NEW BUSINESS

Pepsi-Cola Co., N. Y., started intensive 13-week radio-TV campaign over 10 Southern California stations week of July 1, purchasing spots, participations and full programs to capture juvenile, sports and foreign language markets. Agency: Biow Co., Hollywood.

Radio Bible Class, Grand Rapids, Mich., has signed to sponsor *Radio Bible Class* over ABC radio, Sunday, 8-8:30 a.m. EDT, for 52 weeks, starting yesterday (Sunday). Agency: John M. Camp & Co., Wheaton, Ill.

Anson's Men's Jewelry has signed for participations on NBC-TV's early-morning *Today* series, Mon.-Fri., 7-9 a.m. EDT and CDT, starting early in September. Agency: Grey Adv., N. Y.

North American Van Lines, L. A. (drayage), renews sponsorship of quarter-hour segment of *CBS Radio News Room, Sunday Desk* on 20 CPRN stations, Sun., 5:30-5:45 p.m. PDT, for 13 weeks effective July 26. Agency: Castor & Assoc., L. A.

Bulova Watch Co. Ltd., Toronto, has bought for use on Canadian stations *A Day in the Life of Dennis Day, Boston Blackie* and *This is Paris* from All-Canada Radio Facilities Ltd. Agency is MacLaren Adv. Ltd., Toronto.

AGENCY APPOINTMENTS

Cudahy Packing Co., Omaha, Neb. (Old Dutch cleanser, Delrich margarine and meat products), appoints Young & Rubicam Inc., Chicago, to handle advertising of all of company's products in U. S., Canada and foreign countries.

Hosid Products Inc., Syracuse, appoints Barlow Adv. Agency, that city. TV will be used.

Garden Guild of America Inc., Devon, Pa., appoints Smith, Hagel & Snyder Inc., N. Y. Radio will be used.

Keystone Macaroni Mfg. Co., Lebanon, Pa., appoints VanSant, Dugdale & Co., Baltimore. **Ernest E. Cooke** is account manager.

Tops Music Enterprise, N. Y., names Kiesewetter, Baker, Hagedorn & Smith, that city, to handle its advertising. Variety of media will be used.

William Freihofer Baking Co., Allentown, and **Freihofer Baking Co.,** Phila., appoint Lamb & Keen, Phila., to handle advertising.

Town Manufacturing Co., Rio Grande, N. J., appoints Walter S. Chittick Co., Phila. Adv. Agency, for new foot cushion. **J. Warren Wynkoop** is account executive.

Contra Costa Real Estate Board (covering Lafayette, Danvile, Walnut Creek and Mt. Diable, Calif.) appoints Ad Fried & Assoc., Oakland, Calif. Radio and TV will be used.

Thayer Inc., Gardner, Mass. (baby carriages, strollers, juvenile furniture), appoints James Thomas Chirurg Co., Boston and N. Y.

Gerity-Michigan Corp., merchandising div., appoints Ross Roy Inc., Detroit, as advertising counsel. Television will be used in future campaigns.

Canned Salmon Inc., Seattle, names Dudley, Anderson & Yutzy, N. Y., to handle industry association's consumer promotion. Agency has opened Seattle office to service account, at 766 Dexter Horton Bldg. Account executives are **George Anderson** in N. Y. and **Herbert O. Nelson** in Seattle.

Adams Co., Phila. (ethical pharmaceuticals), appoints Lee Ramsdell & Co., that city.

Betty Zane Corn Products Inc., Marion, Ohio (popcorn and popcorn oil), appoints Kight Adv. Inc., Columbus, Ohio. **Jane Dunlap** is account executive.

Seggerman Nixon Corp. (Perrier naturally carbonated water imported from France), appoints Albert Frank-Guenther Law Inc., N. Y. **Adrian Farley Jr.** is account executive.

Stylecraft and **Auto Metal Products,** L. A., appoint The Edwards Agency Inc. **Irwin H. Kurtz** is account executive.

De Mert & Dougherty (Heet gasoline additive, Shampane glass cleaner) appoints Arthur Meyerhoff & Co., Chicago, to handle its advertising.

Rilling Dermetics Co., N. Y., names Anderson & Cairns, N. Y., to handle its line of cosmetics advertising and promotion.

J. A. Folger Co., Kansas City, Mo., names Brooke, Smith, French & Dorrance, S. F., to handle consumer and trade advertising for Folger Instant Coffee. Radio will be used in test markets.

Vitaco Inc., Oakland, Calif. (Vita-Pakt orange juice), appoints Jewell Adv., same city. Radio-TV to be used.

Eldon Mfg. Co., L. A. (toys), appoints Markham-Buss Adv., same city. TV will be used.

Hawaiian Pacific Line, S. F., starting moderate-priced San Francisco-Hawaii schedule Dec. 5, appoints Beaumont and Hohman, S. F. **Ted White** is account executive.

Simple Simon Frozen Pies, L. A., names BBDO, that city. **Charles J. Hawkins** is account supervisor and **Jones Hawley** account executive.

Sarco Co., N. Y., and **Sarco Canada Ltd.,** Toronto (steam traps temperature controls

BELL Savings & Loan Assn. will sponsor a weather show on WNBQ (TV) Chicago, Monday through Friday, for 52 weeks. Completing negotiations are (l to r): Seated, Jules Herbuveaux, assistant manager, WNBQ, and Arthur Erdman, Bell president; standing, Thomas Horan, WNBQ account executive; Bud Fisher, M. M. Fisher Assoc., which handles the account; Clint Youle, WNBQ "weatherman," and Myron Fox, Bell senior vice president.

and heating specialties), and **Sarcotherm Controls Inc.**, N. Y., (weather compensating controls for hot water and steam heating systems) appoints Rickard & Co., N. Y.

Marlson Bros. appoints H. B. Humphrey, Alley & Richards Inc., Boston and N. Y., as advertising counsel to promote Plana-Centric machine tools.

Robert M. Green & Sons Inc., Phila. (soda fountains, hospital equipment), appoints Lee Ramsdell & Co., that city.

Imperial Credit Co., Chicago (consumer finance loans), appoints Erle Baker Adv. Co. Radio will be used.

Nick Sciabica & Sons, Modesto, Calif. (olive oil), appoints Modesto Adv. Agency Inc., same city. TV will be used.

White Stag Mfg. Co., Portland (outdoor clothing), appoints Carson-Roberts Inc., L. A.

Intercollegiate Bcstg. System, nationwide organization of campus radio stations, appoints College Radio Corp., Columbus, as national advertising representative.

M. Seller Co. (houseware jobbers), and **Robert S. Atkins,** (men's clothier), both S.F., appoint Theodore H. Segall Adv., that city.

Pennsylvania Hotels Assn. appoints Adrian Bauer, Phila. **Kenneth A. Syfrit** is account executive.

AGENCY SHORTS

Caples Co. opens new office at 1617 E. McDowell St., Phoenix, Ariz. **Patrick O'Rourke,** account executive in L. A., heads new office which is handling radio and TV accounts almost exclusively at present.

Ted Workman Adv., Dallas, and **Albert Sidney Noble,** N. Y., elected to membership in AAAA, N. Y.

Market Basket Adv. Inc., Stockton, Calif., opens new offices in Monadnock Bldg., S. F., with **Archie E. Kerr,** manager.

Powell-Grant Inc., Detroit, changes name to **Powell-Gayek Adv. Inc.**

Stanley Adv. Agency, Oceanside, Calif., changes name to **Stanley & Assoc.,** with new offices at 515 Topeka St., that city.

Robert E. Clarke & Assoc., Miami, Fla., relocates on 16th floor of duPont Bldg. Telephone is 3-5486.

Harry Bennett Adv. & Public Relations Agency, L. A., moves to 3440 Wilshire Blvd. Telephone is Dunkirk 7-8371.

Frank Wright National Corp., S. F., opens branch office at 5746 Sunset Blvd., Hollywood. **Marjorie Moore** is executive manager.

Neville & Bell, Phila. Adv. Agency, is changing its name to **William H. H. Neville Co.,** effective immediately. **James T. Gallagher** has been named vice president and copy chief.

Sherwin Robert Rodgers & Assoc., Chicago, announces move from 720 N. Michigan Ave. to new quarters at 60 E. Scott St.

Walter Marto Adv. Agency, Pasadena, Calif., moves to 1846 Walnut St.

SPECIALTY TV FILMS SEALS PACT TO DISTRIBUTE ITALIAN MOVIES

Jules Weill of Specialty says the agreement involves $1 million in advances for some 100 American-language films. "Important" pictures of the last few years are among them.

AGREEMENT for distribution of American-language Italian films for television is reached by Ralph Serpre (l), head of Italian Films Export Television Dept., and Jules Weill, president of Specialty Television Films Inc.

SPECIALTY Television Films Inc., New York, and a group of Italian producers have signed a two-year television distribution agreement involving advances of approximately $1 million and as many at 104 American-language Italian films.

In an announcement last Wednesday, Jules Weill, Specialty president, said his firm has begun a dubbing program and the first package of films will be ready for release by this September. He added that the films include many of the important Italian motion pictures produced during the 1949-1953 period. They will be merchandised to U. S. TV outlets in groups of 13 and 26 per package, according to Mr. Weill.

The project was initiated by Mr. Weill through the office of Ralph Serpe, head of the Italian films export television dept. The agreement was completed by Mr. Weill and Mr. Serpe in New York after negotiation with the Italian film producer.

According to Mr. Weill, the films include such well-known Italian screen personalities as Anna Magnani, Vittorio Gassman, Silvana Mangano, Silvana Pampanini, Alida Valli, Eleanora Rossi, Lea Padovani, Pierre Aumont and the late Maria Montez.

The films will contain drama, comedy, suspense and spectacle, Mr. Weill said, and include the following titles: "The Three Pirates," "The Women Who Invented Love," "Letter at Dawn," "The Charge is Murder," "The Man With the Grey Gloves," "Lost Youth," and "S. O. S. Submarine."

Film Council Sums Up Anti-Overseas Efforts

FOREIGN TV film production by U. S. producers having tapered off, AFL Hollywood Film Council, to create more employment for organized craftsmen, is concentrating its "produce at home" campaign on movie companies doing "runaway" filming abroad.

Crediting its current letter campaign to advertisers and their agencies with having largely discouraged overseas TV filming, the council found also that many announced production plans for out of the U. S. actually have not materialized.

The council, however, will continue its "checking posts" to keep tab on any contemplated overseas TV film production. Where foreign background and authenticity of locale are essential to a TV series, the council offers no objection to it being filmed overseas, it was stressed.

Film Sales

George F. Foley Inc., New York, TV production firm, has been signed to produce a series of nine TV filmed commercials for the **Prudential Life Insurance Co.** through the **Calkins & Holden, Carlock, McClinton & Smith** agency for use on **CBS-TV**'s *You Are There* program. Foley has subcontracted the animated portions of the commercials to **United Productions of America,** New York.

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KLAC-TV Hollywood has purchased 20 motion pictures, starring western musical personality **Jimmy Wakely,** produced in 1949 and 1950 for theatrical release by Monogram Pictures (now Allied Artists). Station plans to start telecasting films this month and is negotiating with Mr. Wakely to act as musical host. Under terms of contract with Allied Artists, KLAC will show each film five times over a two-year period.

Allied Artists paid each actor who worked on the picture a stated percentage of his total original salary under an agreement with Screen Actors Guild, providing for these payments on pictures produced since Aug. 1, 1948, and subsequently sold to TV. Actors on pictures sold to TV for less than $20,000 receive 12½% of their original salaries; those on pictures sold for over $20,000 receive 15%.

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Alexander Film Co., Colorado Springs, Colo., announces recent TV commercial productions for the following organizations:

Mrs. Bairds Bread, Dallas, Tex., one 8-second film through **Tracy Locke Co. Walter Kendall Dog Food,** Los Angeles, twelve 60-second films through **Dan Miner Adv. Columbia Bakery,** Atlanta, Ga., three 20-second and one 10-second film through **Freitag Adv. Southland Packing Co.,** Orangeburg, S. C., four 60-second films through **Bradley, Graham & Hamby Adv.**

Production

Frank Wisbar Productions, Hollywood, starts shooting July 20 in Eagle-Lion Studios on 22 half-hour programs for next fall's **Procter & Gamble** (Ivory Soap and Crisco Shortening) **NBC-TV** *Fireside Theatre*. Replacing Mr. Wisbar as host-narrator will be actor **Gene Raymond,** who additionally will act in several shows and assist in some commercials. Agency is **Compton Adv.,** Hollywood.

•

Transfilm Inc., New York, in conjunction with **Kagran Corp.,** has scheduled production of a new *Johnny Jupiter* TV film series for this week. Film work for the first 26 weeks will be done in Transfilm's New York studios. Show will be sponsored by M & M candies through **Roy**

S. Durstine agency, New York, and will be run on about 70 stations.

•

Frank Ferrin Productions, Hollywood, is shooting comedy sequences and commercials for **Brown Shoe Co.'s** jungle adventure show *Smilin' Ed's Gang*, which resumes Aug. 22 on new network **ABC-TV,** after summer hiatus. **Ed McConnell, Billy Gilbert** and **Vito Scotti** are featured in the series, for which footage was shot in India. Mr. Ferrin directs.

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Guild Films, New York, has acquired film production and distribution rights to the *Life With Elizabeth* series that currently is being presented live over KLAC-TV Los Angeles. Film production on the series was begun by Guild in Hollywood last week and syndication is scheduled to begin in the early fall.

•

Film City Productions, new Hollywood company headed by **Andrew Hickox,** starts shooting July 7 on a 15 minute pilot film called "15 Minutes to Kill" at Motion Picture Center, Hollywood. Script is by **Stuart Jerome,** with **Perry Morse** directing, **Sid Hickox** on camera and **Chuck Hansen** as production manager.

Random Shots

Broadcast Information Bureau, New York, announced last week that its television film program directory division has taken over the operations of the **Thomas L. Milana Co.,** New York, TV film consultant firm. BIB will service the Milana clients, which include advertising agencies, television stations as well as other film consultants.

Thomas L. Milana, president of the Milana Co., has retired from the film program information field to join **Interstate Television Corp.,** TV film subsidiary of Monogram Pictures Corp.

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WBKB (TV) Chicago will program approximately 46 feature film programs each week during the summer months, the station has announced. New film schedule went into effect July 5 and does not include regular dramatic film series aired on regular weekly basis, according to **George Rice,** film director of WBKB, ABC-United Paramount outlet. Heaviest film advertiser on station is Polk Bros. Central Appliance & Furniture Co., which now sponsors 10½ hours of feature motion pictures each week.

Film People

Bob Brahm, associated with **Screen Gems Inc.,** New York, since last April, named eastern sales manager of the film syndication operation of Screen Gems. He formerly was with United Artists Television and before that with P. Lorillard Co.

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Lewis C. Cook, director of photography for Naval Photographic Center, Washington, has been appointed technical director of **Central Telefilms Inc.,** Peoria, Ill., producers of TV commercials.

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Del C. Gardner, dean of men at Electronics Institute of Detroit, has been appointed to the technical writing staff of the **Jam Handy Organization,** Detroit.

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Funeral services were held Monday in Los Angeles for **Ira Seidel,** 53, comptroller of **Gross-Krasne Inc.,** Hollywood TV film producers. Ill for the past six months and confined to his home, he died July 3. Besides his wife Madeline, surviving are a son, Donald J. Seidel, and a daughter, Mrs. Edward Kelly.

BOX OFFICE SIGNS FOR IRISH GAMES, LINING UP HEAVY SPORTS SCHEDULE

The closed-circuit theatre television firm will present all Notre Dame home football games for the next five years. Negotiations for other sports events are in progress.

SIGNING of a five-year contract with the U. of Notre Dame for presentation of all Notre Dame home football games via closed-circuit theatre television, starting this fall, was announced Wednesday by Milton N. Mound, president of the newly-formed Box Office Television Inc.

At a news conference in New York, Mr. Mound disclosed that BOTv also intends to use closed-circuit theatre television for the presentation of a variety of programming including sports events, entertainment, and business meetings.

Accent on Sports

The immediate plans of BOTv indicate the company will accent sports programming. Mr. Mound said BOTv also has signed a six-year contract with the Harlem Globetrotters basketball team and is conducting negotiations with the International Boxing Club for exclusive theatre telecasts of the middleweight championship fight between Carl (Bobo) Olson and Randy Turpin in August and for the heavyweight title fight, tentatively scheduled for September.

In addition to telecasting Notre Dame home football games, BOTv is in the midst of discussions to bring theatre audiences the Notre Dame-Pennsylvania game from Franklin field, Philadelphia, and the Notre Dame-Southern California contest from Memorial Colosseum, Los Angeles, Mr. Mound added.

The contract with Notre Dame was signed two weeks ago by the Rev. Edmund Joyce, G.S.C., executive vice president of the University. The Notre Dame-BOTv schedule is as follows: Oct. 17, Pittsburgh; Oct. 24, Georgia Tech; Oct. 31, Navy; Nov. 21, Iowa; Dec. 5, Southern Methodist.

It was brought out at the news conference that the contest with Southern Methodist will be presented simultaneously with the home telecast to be carried over NBC-TV as part of the NCAA football television series. Asa S. Bushnell, director of television of NCAA attended the meeting and said that Notre Dame and BOTv had notified his organization.

He explained that NCAA has taken no position with respect to theatre television at the present time and added that the feeling of the organization was that, unlike home television, it would supplement the audience at the game itself. He added that research would be conducted to ascertain the impact of theatre TV, as well as home TV, on gate attendance.

Mr. Mound pointed out that there are about 110 theatres in 62 cities in the U. S. equipped for closed-circuit theatre television and revealed that BOTv has been negotiating with 35 more in preliminary moves.

The company will use AT&T facilities, Mr. Mound said, but no decision has been reached on utilization of network equipment. RCA will be employed to check equipment in the subscribing theatres, he said, adding that BOTv is considering the use of its own mobile unit and technicians, pointing out that the organization has at its disposal the services of "skilled people" in various facets of television programming and production.

Other BOTv Officers

In addition to Mr. Mound, who is a New York attorney, other officers of BOTv are Sid Caesar, star of NBC-TV's *Show of Shows*, vice president; Abram Chasins, musical director of WQXR New York, vice president and musical and technical consultant; William P. Rosensohn, Florida and California businessman, secretary; and Ivan Veit, promotion manager of the *New York Times*, treasurer. The board of directors consists of the officers and Walter J. Bergman, president of Lily-Tulip Corp.; Dr. Irving Somach, New York physician; Bill Hobin, technical director of *Your Show of Shows* and Bernie Green, composer and conductor.

The entrance of BOTv into closed-circuit television presages sharp competition for Theatre Network Television (TNT) regarded as the most active up to the present time. TNT has conducted several business and sales meetings, plus the financially-profitable presentation of the first Walcott-Marciano fight from Philadelphia last October.

BMI CLINIC speakers arriving at Seattle airport are greeted by a committee of Washington broadcasters. L to r: Murray Arnold, WIP Philadelphia; Leo Beckley, KBRC Mt. Vernon, president, Washington Broadcasters Assn.; Carl Downing, Olympia, bureau manager, WBA; Hugh Smith, KXA Seattle; Jim Cox, BMI; Dick Pack, WNBC New York; Tom Olsen, KGY Olympia, and Jack Williams, KOY Phoenix. Clinic was held June 26 [B•T, June 29].

Photo taken aboard SS ROMA, courtesy Home Lines.

Americans today are eating more spaghetti, macaroni, ravioli, pizzas and minestrone than ever before, but the lady above has gone a step farther to express the new American enthusiasm for all foods Italian. She is being served an antipasto of pickled artichoke hearts and other delicacies which are now captivating the American palate.

Italian genius in gardening and cookery has long been at work to enhance American menus. Broccoli, zucchini, plum tomatoes, wine vinegar, Parmesan cheese, pastina baby food...Italian in origin, these and a host of other foods are American staples today or soon will be. New Italian cookbooks are rolling from the presses, and the American housewife is now discovering for her family the wonderland of hearty and wholesome Italian cooking. Thanks to the Italian Influence, we're all enjoying our meals more.

In New York -- most Italian of American cities -- the Italian zest for good food, the Italian art of enjoying all life's good things, is reflected in the remarkable Italian-language broadcasting of WOV. Serving a market exceeding two million, WOV applies the Italian Influence as a force to sell quality products of every kind in New York. It can work to that end for you, and we'll be happy to show you how.

One of America's Important Stations

WOV

NEW YORK

5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

SAN DIEGO contingent at the BMI clinic in Los Angeles last month [B•T, June 22] included (l to r): Jerry Lee Pecht, KFMB; Frank Swan, Martin Harris, Carl Greene and Matt Levy, all KGB, and Paul White, KFMB.

COMMUNITY TV PLANNED IN ALASKA

PLANS for a community television system in Ketchikan, Alaska—with programs being originated by Ketchikan Alaska Television—were announced last week by Wally Christiansen, general manager.

Present schedule calls for the northernmost community TV operation to begin about Oct. 1 with wired TV transmission to about 20% of the residential area and the complete business district. By the end of 1953 the entire residential area is to be cabled in, according to Mr. Christiansen.

Since there are no TV broadcasts in Alaska —and none expected before the end of the year—the firm will feed film and kinescopes of mainland shows into its distribution system. The programs will be transmitted in their entirety with all commercials at no station time charge. Initial transmissions will be four hours a day.

Handling the technical engineering are Ron Merritt Co., Seattle, Wash.; Dage Electronics, Holmes Projector Co. and Jerrold Electronics.

Talk of community TV operators originating their own programs has been rife the last few months. Five have announced their intentions of entering this field: Trans-Video Corp. of Pottsville, Pa.; Television Cable Co., Oil City, Pa.; Community TV Systems Inc., Florence, S. C.; Service Electric Co., Mahoney City, Pa.; and Potomac Valley Television Co., Cumberland, Md. [B•T, June 1].

Until recently all of the 200-odd community television operations restricted themselves to picking up existing transmissions from major city TV stations and relaying them via coaxial cable to individual subscribers. Latest estimate is that there are about 90,000 telescribers. General practice is to charge an installation fee to connect a home with the wired TV system (about $125) and a monthly service charge (about $3.50).

Only TV grant in Alaska is for vhf Ch. 2 in Fairbanks to Kiggins & Rollins, granted July 1. Station is due to go on the air in December.

World Business Up

NEW AND RENEWED business of World Broadcasting System, transcribed library and program service, during first six months of 1953 exceeded that of comparable period last year by 48%, it was reported June 26.

Indiana Hotel Group Warns of 'This Is It'

"WARNING" notices have been sent out by Indiana Hotel Protective Assn. Inc., Indianapolis, against Independent Radio & Television Production Assn., said to operate a radio merchandising project called "This Is It." The association claims member hotels and at least one radio station have received NSF checks or have failed to collect amounts due.

Named as manager of the group is C. L. Bates, whose address is given as Des Moines. Mrs. Bates was listed as treasurer of the production firm. Other representatives were named as Howard Dehner, Indianapolis, and G. H. Darley, Jerseyville, Ill. The "This Is It" project obtains merchandise from stores to be given customers, with cooperation by radio stations.

Stark-Layton Arranges Tie-Ins With Local Talent Contests

WILBUR STARK-JERRY LAYTON Productions has arranged tie-ins with local radio and TV shows whereby the local talent contest winners and their discoverers are flown to Hollywood for an appearance on the firm's *Ladies Choice* daily show over NBC-TV.

Tie-ins have been made with *The Guys Next Door,* KPRC Houston; *Inga's Angle,* WNBW (TV) Washington; *Captain Glenn's Boarding House,* WNBK (TV) Cleveland; *Breakfast Party,* WLW Cincinnati; *Cinderella Weekend,* WWJ Detroit; *New Talent, USA,* NBC radio; *Ladies Choice Auditions,* WSM-TV Nashville, and *Our House,* WDSU New Orleans.

RCA 'Thesaurus' Sends Clients Sales Service

RCA'S THESAURUS is distributing to station subscribers a complete merchandising service designed to assist in the sale to sponsors of the Thesaurus Jingl-Library.

Included in the merchandising service is the "Thesaurus Monthly Marketing Bulletin," which provides subscribers with advance information on various advertiser peak sales periods and with Thesaurus programs and jingles especially suited for each type of sponsor. Subscribers also are receiving a sponsor-selling Jingl-Library brochure, audition disc and a pamphlet on how to sell jingles to specific sponsors.

DAKOTANS HEAR BAB CHAIN STORE PLAN

As BAB clinics near end, Kevin Sweeney tells broadcasters from the two Dakotas of BAB's plans to launch two tests to prove radio's value to department store sales.

BAB neared the end of its 1953 series of spring clinics last week with sessions that explored such topics as radio's ability to sell for department stores and training of new salesmen in quest of more local business. The clinics were to end Friday with one in Charleston, W. Va.

Kevin Sweeney, BAB vice president, told a North Dakota and South Dakota broadcasters meeting Thursday at Bismarck that two new tests will be launched shortly by BAB to prove the effectiveness of radio as a medium for department stores.

He said one of the tests, to involve a major chain operating throughout the country, will begin next month. It will involve advertising in at least 20 cities, Mr. Sweeney said, to check radio's ability to move a wide assortment of items in comparison with methods now being employed by the chain.

The second major test, Mr. Sweeney revealed, will involve about 40 key department stores, which will study the inclusion of radio on a major scale in their promotion plans through a series of more than 100 item promotions. This test, he added, will be conducted under the guidance of one of the nation's largest firms counseling department stores on sales promotions.

BAB will finance both these projects in the department store field, Mr. Sweeney said, and hopes to have the results in the hands of radio stations in time to affect department store advertising patterns in 1954.

The Dakota broadcasters also heard a discussion on merchandising, sales training, sales effectiveness tests and cooperative advertising by a panel consisting of Verl Thomson, KISD Sioux City; Bill McCracken, KOTA Rapid City, S. D.; Tom Barnes, WDAY Fargo, and Harman Livingston, KILO Grand Forks, N. D.

NEW OFFICERS of Rhode Island Radio & TV Broadcasters Assn., named at an organizational meeting June 26 [B•T, July 6], are (l to r): Mitchell Stanley, manager, WWON Woonsocket, vice president; Mowry Lowe, station manager, WEAN Providence, president, and Norman A. Gittleson, TV operations manager, WJAR-TV Providence, secretary-treasurer.

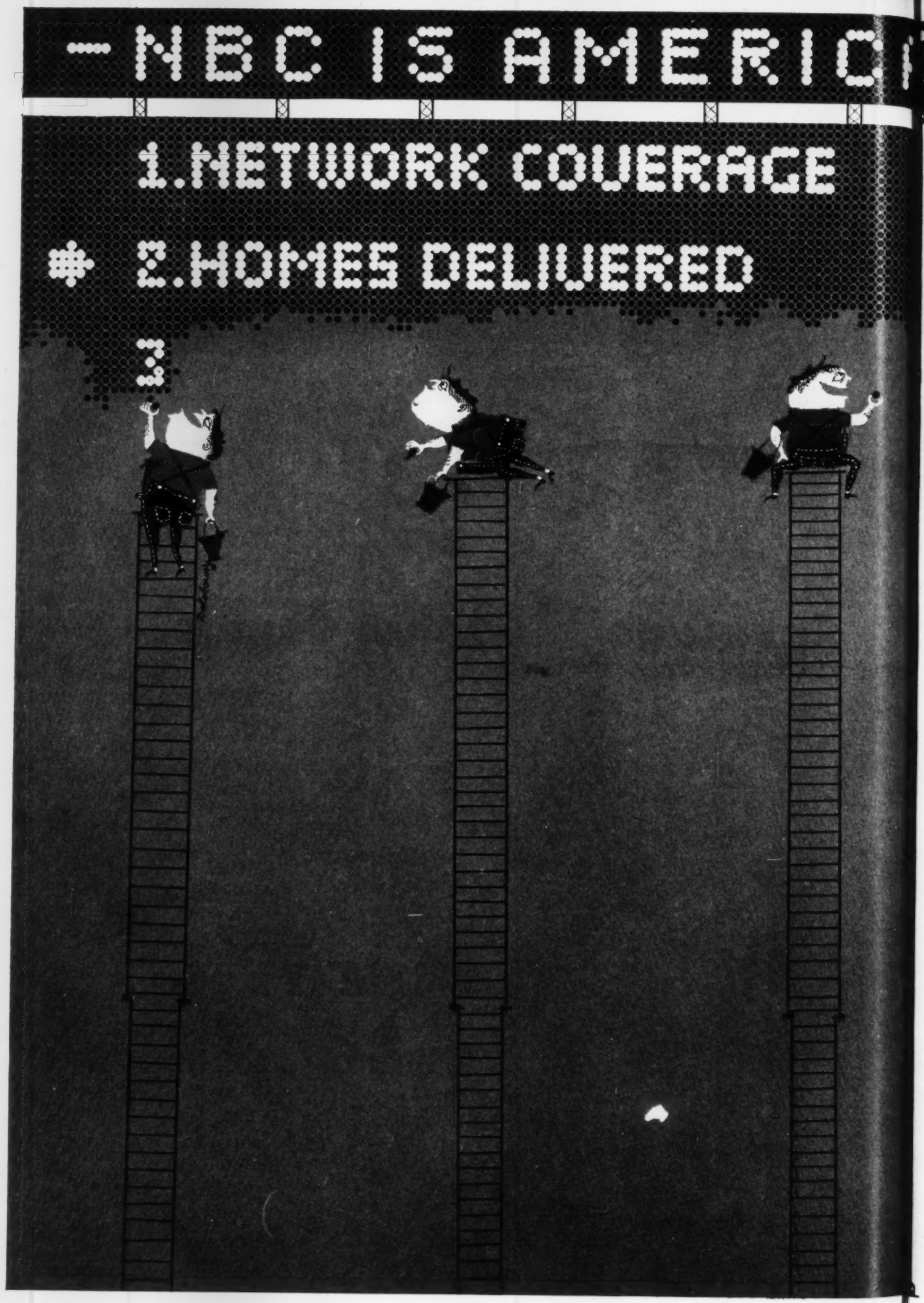
Coverage that Counts!

WJIM-TV CHANNEL 6

covers 5 major Michigan markets
for NBC, CBS, ABC and DuMont

H. R. Representatives

Truly an Area Station!


-NBC IS AMERIC
1.NETWORK COVERAGE
2.HOMES DELIVERED
3

IS NO. 1 NETWORK—

➡ 2

NBC programs reach the largest audiences in television

Day and night, the average NBC sponsored program consistently reaches more homes than those of any other network.

The average daytime program on NBC Television reaches 448,000 more homes than the No. 2 network. NBC's average nighttime program tops the second network's average program by 1,224,000 homes.

NIGHTTIME	NBC	NETWORK #2	NETWORK #3	NETWORK #4
AVERAGE NUMBER OF HOMES DELIVERED	**6,556,000**	5,332,000	3,173,000	2,131,000
DAYTIME	**NBC**	NETWORK #2	NETWORK #3	NETWORK #4
AVERAGE NUMBER OF HOMES DELIVERED	**2,882,000**	2,434,000	*	*

The network delivering the largest program audiences offers the best opportunity for the success of *any* program, for *any* advertiser. This is a very important reason why **NBC is America's No. 1 Network.**

Next week . . . further proof.

NBC's Audience Advantage is to Your Advantage . . . Use It.

NBC TELEVISION

a service of Radio Corporation of America

SOURCES: *Nielsen Television Index; January-April, 1953, Averages*

NOTE: *The accuracy of the above data has been verified by the A. C. Nielsen Company.*

**No comparable daytime network service*

XUM

Chairman of the meeting was Orville Burda, general manager, KDIX Dickinson, N. D.

A session in Billings, attended by Montana and Wyoming broadcasting officials, heard a panel discussion on the most satisfactory methods of recruiting new radio salesmen. It was decided that the life insurance and automotive fields could supply salesmen who could absorb quickly the fundamentals of radio.

Members of the panel were Ed Yocum, general manager, KGHL Billings; Art Mosby, president and general manager, KGVO Missoula; Ian Elliott, president, KRJF Miles City, Mont., and Paul McAdams, president and general manager, KPRK Livingston, Mont.

The clinic, chairmanned by Ken Nybo, general manager, KBMY Billings, also heard Mr. Sweeney and Gale Blocki, BAB director of midwestern sales, summarize BAB's seven-point program for producing more retail business in 1954.

At a meeting in Salt Lake City July 1, John F. Hardesty, BAB director of local promotion, advised Utah broadcasters that "if radio stations want a substantial portion of retail cooperative advertising expenditures, it behooves them to assist the retailer in ascertaining the amount of manufacturer money that is at his disposal."

"Many manufacturers," he continued, "do not avail themselves of these funds because of the bookkeeping efforts required to determine their per case or per lot allowance."

Tax Effects on Advertising Cited By Murphy

EFFECTS of economic changes in the United States on advertising, was discussed last Monday by George Murphy, motion picture star and unofficial spokesman for the movie industry, at the Hollywood Advertising Club.

Changes in the tax structure, which at present favors advertising by making it a deductable business expense, will especially effect the advertising industry. Moreover, Mr. Murphy foresaw the return of a "buyer's market," with potential sponsors of radio and television shows "hanging back" to seek the most value for their advertising dollar.

The actor flatly predicted that ten years from now 80 percent of TV will be on film, using motion picture techniques. "Any other way is too troublesome and expensive," he said.

Various inconsistancies in present production and advertising practices were cited by Mr. Murphy. He said many advertisers aim, not to influence the public, but to impress other advertisers. As for sponsors, he cited those who hire experts in production and advertising and then proceed to tell them how to do their jobs.

'Quill' Prints TV Issue

SIGMA DELTA CHI journalism fraternity's national magazine, *The Quill,* has devoted its entire July 1953 issue to television and its various facets as a news dissemination medium. Articles are authored by Richard B. Hull, director, WOI-TV Ames, Iowa, Iowa State College outlet, on education and TV; NBC-TV commentator John Cameron Swayze, on a nationwide news show; Jack Gould, *New York Times* TV critic, on criticism; Frank La Tourette, ABC Western Division news and special events manager, on A-bomb tests TV coverage; Walter H. Annenberg, *TV Guide* editor-publisher, on trade and other magazines on TV; William Ray, NBC Central Division news and special events director, on program types; James A. Byron, news director, WBAP-TV Fort Worth, on remote TV, and Spencer Allen, WGN-TV Chicago, director of the outlets' newsreel program.

Public Events, TV Engineering Committees Set Up by NARTB

TWO more standing committees were appointed last week by NARTB President Harold E. Fellows. They are the Public Events Committee and Television Engineering Advisory Committee and will serve through the fiscal year ending next May at the NARTB convention.

The public events group was set up under board direction to study problems centering around access of radio and TV to public events on an equality with the press.

Membership of the committees follows:

Public Events Committee — Edgar Kobak, WTWA Thomson, Ga., chairman; Hugh B. Terry, KLZ-TV Denver; Victor A. Sholis, WHAS-TV Louisville; Victor C. Diehm, WAZL Hazleton, Pa.; Merrill Lindsay, WSOY Decatur, Ill.; Joseph W. Close, WKNE Keene, N. H.; E. R. Vadeboncoeur, WSYR Syracuse; P. A. Sugg, WKY-TV Oklahoma City; Richard A. Moore, KTTV (TV) Hollywood; Paul Raibourn, KTLA (TV) Los Angeles; John F. Patt, WGAR Cleveland.

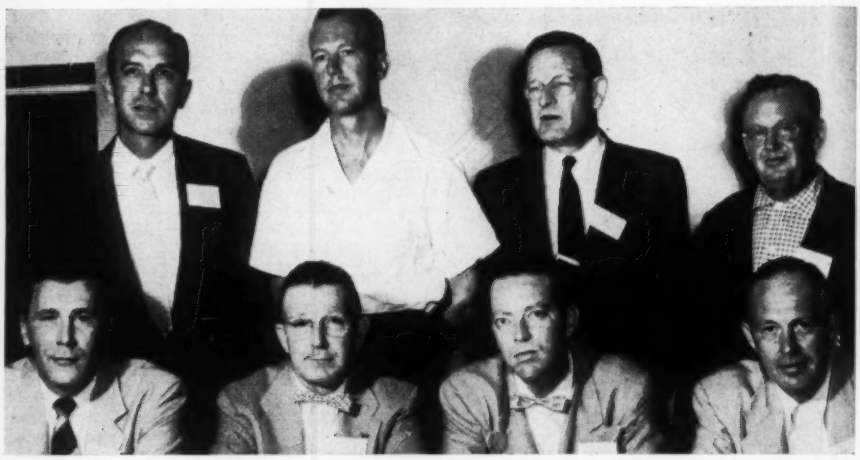
Television Engineering Advisory Committee— Raymond F. Guy, NBC, chairman; Rodney D. Chipp, DuMont Labs.; John Leitch, WCAU-TV Philadelphia; William Lodge, CBS; J. E. Mathiot, WGAL-TV Lancaster, Pa.; Carlton G. Nopper, WMAR-TV Baltimore; R. J. Rockwell, Crosley Broadcasting Corp.

PARTS SHOW BOARD SLATES N. H. MEET

EXECUTIVES of Radio-Television Manufacturers Assn. and four other trade organizations which sponsor the annual Electronics Parts Show are slated to attend the annual board meeting of the Radio Parts and Electronic Equipment Shows at Dixville Notch, N. H., Aug. 10-12, it was announced last week.

The parts organization said that James D. Secrest, executive vice president of RTMA, is expected to attend, along with representatives of the National Electronic Distributors Assn. and other groups. Harry Ehle, representing RTMA, is one of the new board members of the equipment shows organization. L. B. Calamaras is expected to represent NEDA, of which he is executive vice president.

Agenda calls for annual election of officers, selection of date and location for 1954 show and determination of a budget for the exposition, according to Kenneth C. Prince, show manager and legal counsel.



NEW BANK of officers for the Florida Assn. of Broadcasters includes (l to r): Seated, George W. Thorpe, WVCG Coral Gables, immediate past president, board member; John B. Browning, WSPB Sarasota, first vice president; L. Herschel Graves, WTAL Tallahassee, president; R. L. Bowles, WFTL Fort Lauderdale, director; standing, Dennison Parker, WTAN Clearwater, director; A. B. Letson, WCHN Quincy, secretary-treasurer; Owen F. Uridge, WQAM Miami, director, and Charles E. Davis, WWPG Palm Beach, director. Thomas S. Gilchrist (not shown) of WTMC Ocala is second vice president.

Manufacturing Groups Set Meeting Schedules

FOUR series of meetings of the electronic manufacturing industry groups will be held during the coming fiscal year, according to James D. Secrest, executive vice president of Radio-Television Manufacturers Assn.

Three-day industry meetings of the RTMA board along with committees and divisions will be held as follows: Sept. 15-17, Biltmore Hotel, New York; Nov. 17-19, Palmer House, Chicago; Feb. 16-18, 1954, Roosevelt Hotel, New York. RTMA committees and other segments will meet April 26-27, 1954, at the Roosevelt Hotel, New York. The board will hold its 11th joint conference with the Canadian RTMA board April 29-30, 1954, at the Gen. Brock Hotel, Niagara Falls, Canada.

In addition, RTMA will hold its annual convention June 15-17 at the Palmer House, Chicago.

Reeser Takes NARTB Post

GREGORY REESER, formerly with RCA Thesaurus, has been named an NARTB station relations representative by Harold E. Fellows, association president. He will start his duties Aug. 1, reporting to William K. Treynor, manager of NARTB Station Relations Dept.

After a Washington briefing, Mr. Reeser will start a field assignment covering midwestern states. He will maintain his present residence in Spirit Lake, Iowa. Before joining RCA Thesaurus he had been an ASCAP representative. During World War II he served five years in the Coast Guard. He attended Transylvania College, Lexington, Ky.

Van Volkenburg To AFA Board

J. L. VAN VOLKENBURG, president of CBS-TV, has been elected to the board of directors of the Advertising Federation of America. He is said to be the first television representative on the board.

Big Mike . . . the 50,000 watt KFAB . . . is the "extra hand" for a million farmers. Big Mike doesn't till the soil or haul the grain . . . he helps out by doing a bigger, more important job. He keeps his farm friends informed with the latest weather information, crop and soil conditions, long-range forecasts and numerous other farm service features . . . plus entertainment . . . 24 hours a day.

Big mike is proud and justly so, of the job he does in helping farmers bring in the crops through better and faster radio farm service. He's proud that the average per farm income in Nebraska is way over $10,000 a year . . . with the state total reaching a staggering billion-and-a-half dollars annually. This prosperity in the nation's food basket is reflected in buying power for the products and service Big Mike advertises and sells. Find out why *more farm advertisers* use Big Mike to sell this BIG FARM MARKET. Free and Peters will be glad to tell you more . . . or call on General Manager Harry Burke.

Big Mike is the physical trademark of KFAB—
Nebraska's most-listened-to-station
(Hooper Area Survey, Jan.-Feb., 1953)

THE MIDWEST-EMPIRE STATION
1110 K.C.
KFAB
50,000 WATTS OMAHA CBS RADIO

THE UHF vs. VHF QUESTION: ARB TALLIES THE SCORESHEET

American Research Bureau releases its latest tabulations on the rate of uhf conversion. Conclusions: Set switch-over to the upper band will be slow when there are strong vhf stations in the area, but good uhf programming can accelerate the pace.

THERE'LL be many an argument about the American Research Bureau's latest figures on how many TV set owners have converted to uhf in the 32 markets on which ARB's latest study is based, but the results indicate two major factors:

1. If a uhf station is bucking several strong vhf signals, whether from the same city or from an outside city, the rate of conversion will be slow—but steady.

2. As in all things, there are exceptions. Strong, imaginative programming can boost a city's uhf conversion percentage immeasurably.

ARB's report—the second of its quarterly studies on uhf conversion—was sent to subscribers last week. It shows, according to ARB Director James W. Seiler, that a formula can be adduced to determine an individual city's rate of conversion to uhf based on length of time a uhf station has been on the air and the number of good vhf signals being received in the market.

The report covers 1,000 interviews in each of 32 uhf markets, made June 15-July 1. Three questions were asked: (1) Do you have a TV set? (2) Which stations or channel can you receive? (3) Which one station do you view the most?

This is the second uhf conversion study made by ARB. The first, covering 11 cities, was made during April [B•T, June 22].

In its latest study, ARB revised one factor which it considered significant; it decided not to list the television signals (vhf or uhf) not received by more than 20% of the TV families in each market covered by the report.

Although the ARB report is for clients only, the following generalized information was permitted:

• Only one city had a uhf station bucking eight vhf signals. It had a conversion to uhf of only 2.5% of the TV sets in the area. The uhf station, however, had only been operating six weeks.

• In 18 cities, each of which receive anywhere from three to seven vhf signals, the average conversion was 44.5%—but this ranged from a low of 1.7% for a city where the uhf station was 10 weeks old to a high of 94.3% for a city receiving four vhf signals and with the uhf station 10 weeks old.

• Where there are only one or two vhf signals, the conversion average reached the higher ratio of 55.4%—ranging from a low of 22.5% in a city where the uhf station was 18 weeks old to a high of 98% where the uhf operation was 10 weeks old. There are 11 cities in this category.

• Length of time during which uhf signals have been going out has a fairly definite relationship to the rate of conversion. Average conversion in seven cities where a uhf station has been operating 22 weeks is 65.7%—ranging from a low of 14.4% with three vhf signals available, to a high of 99.8% with no vhf stations being received.

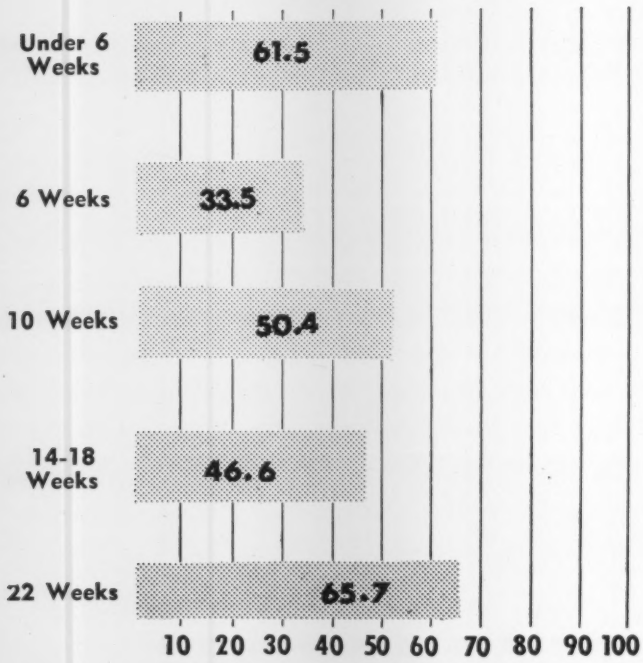
In six cities where uhf stations have been operating 14-18 weeks, the average conversion was 46.6%, ranging from a low of 11.5% in a single city with four vhf channels competing, to a high of 88.4% where five vhf signals come in. In nine cities where uhf signals have been on the air for 10 weeks, the average conversion was 50.4%, ranging from a low of 1.7% in a city with three vhf signals to a high of 98% in a city with one vhf signal. In nine cities where the uhf stations have been on six weeks, the average conversion was 33.5%, ranging from a low of 1.6 with three vying vhf stations coming in to a high of 89.4% with seven vhf signals. In the three cities where uhf has been operating for less than six weeks, the average conversion surprisingly was 61.5%. This is due, it is believed to the fact that one city has no vhf's and another only one.

Basic to a proper evaluation of the ARB report is a determination of the strength of the vhf signals received in each market. Although ARB has eliminated those received by less than 20% of the TV homes, it is the belief of some researchers that the cutoff should be even higher. One suggestion was that all vhf channels received by less than 80% of the TV set owners should not be counted.

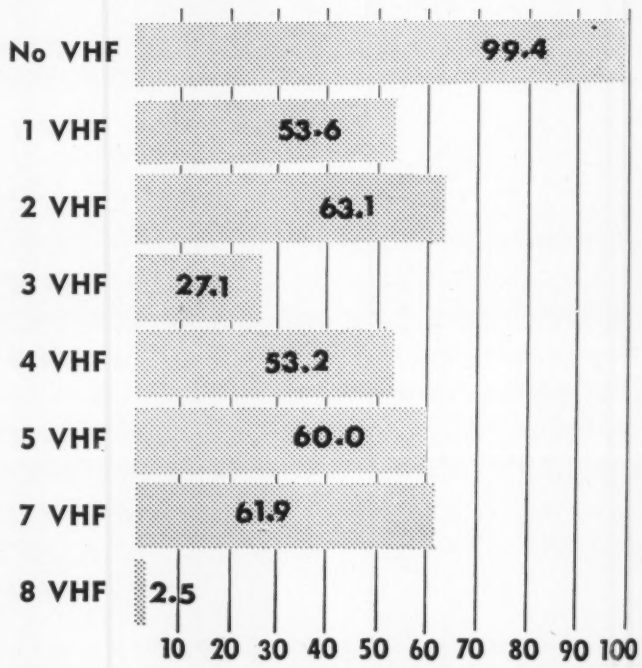
As an example of what imaginative, good local programming can do, ARB approved the release of the results on South Bend, Ind., where WSBT-TV (uhf Ch. 34) began programming last December. More than 85% of its TV receiver owners get the four Chicago vhf channels, and somewhat less than 50% receive the Kalamazoo vhf channel. Last April it had a conversion rate of 63.1%, and this has increased since then. This is due, according to ARB, to the fact that WSBT-TV carries a heavy schedule of basketball games—immensely popular in Indiana.

Cities covered in the July ARB uhf conversion report were Allentown-Bethlehem, Pa.; Ann Arbor, Mich.; Atlantic City, N. J.; Baton Rouge, La.; Battle Creek, Mich.; Bridgeport, Conn.; Columbia, S. C.; Ft. Lauderdale, Fla.; Fresno, Calif.; Harrisburg, Pa.; Holyoke, Mass.; Jackson, Miss.; Lafayette, Ind.; Lima, Ohio; Little Rock, Ark.; Mobile, Ala.; Montgomery, Ala.; Muncie, Ind.; New Britain, Conn.; New Castle, Pa.; Peoria, Ill.; Reading, Pa.; Roanoke, Va.; Rockford, Ill.; Saginaw, Mich.; Scranton, Pa.; South Bend, Ind.; Springfield, Mass.; Wilkes-Barre, Pa.; York, Pa.; Youngstown, Ohio, and Zanesville, Ohio.

Percentage of UHF conversion as compared to number of weeks on the air



Percentage of UHF conversion as compared to number of VHF Signals



"SEE THE AMARILLO MARKET BY PLANE?

Man, you need a Canberra jet!"

A dude from our agency wanted to see the Amarillo market. We showed him part of it from a Beechcraft Bonanza. A jet would have been more appropriate for thorough coverage, but the BB was handy—and it flies on Texas Panhandle gasoline. These are his notes; footnotes ours.

"Buzzed big ditch.[1] Roosted in trees. Climbed above Panhandle, headed for a town. Guide said easier to count cattle from plane than horse; must use special technique; like reading proof 20 paces. Town was Pampa, complete with new Celanese plastic plant.[2] What think of next, plant of plastic; what guide said tho. Across hiway, big gun barrel factory.[3] Up road, boys with Erector sets.[4] Turned nw, over vast oil refinery.[5] Another town, with kids fooling around space ships.[6] Guide pointed out three carbon black plants with huge smokestacks, one not working.[7] South, over scattered dozen lonesome structures.[8] Thin cloud across horizon; closed in on zinc smelter,[9] smoking like man in cigarette commercial. Passed old ordnance plant, guide said now used to mfg. anhydrous ammonia and nitric acid. This great boon to farmers—fertilizer you can get down wind of. Back above Amarillo; over acres of railroad yards and roundhouse; over KGNC-TV antenna, all 833 ft. of it.[10] Panhandle big place, all buildings new. People great—speak to stranger on street."

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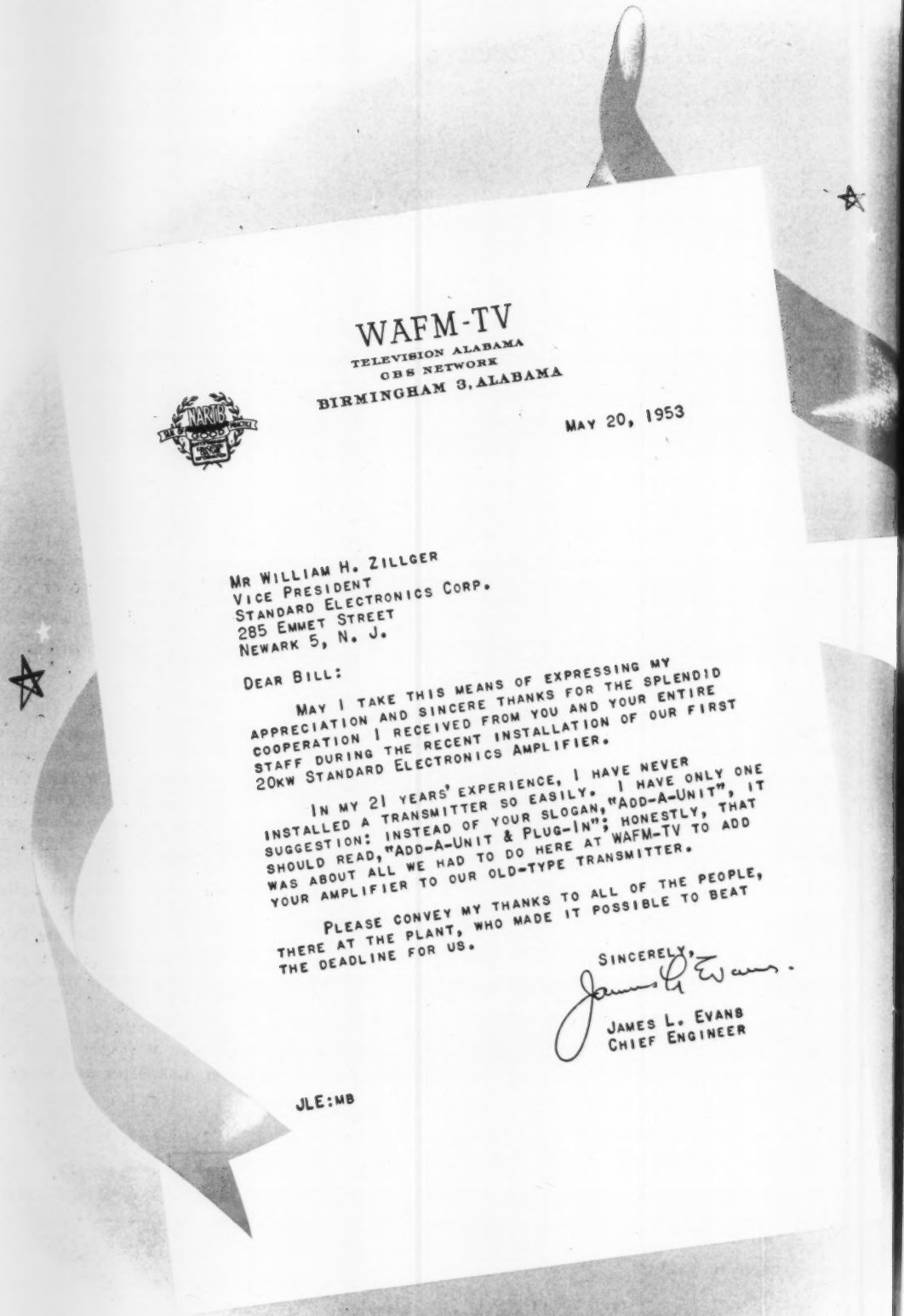
[1]Palo Duro Canyon, recreation spot. [2]Raw natural gas becomes plastic bases here. [3]Cabot Carbon's; pump units for oil wells also made here. [4]The Texas Panhandle oil and gas field, with 8400 oil and 3500 gas wells (world's greatest gas production; world's only helium plant). [5]Town of Phillips—entire pop. of 5,200 Phillips Oil personnel. [6]Town of Borger, with butadiene plant; looks like something from another world. [7]Wrong; working fine. New supersonic stack so efficient it's almost smokeless. 75-80% of world's carbon black (for tires, phones, ink, etc.) from Panhandle. [8]Natural gas pumping stations, on pipelines supplying 27 states. [9]The American Zinc Smelter, located near Dumas because of low gas rate. [10]Whence, powered with 100,000 watts, our Channel 4 signal reaches a potential audience of 398,700 in 30 Texas and New Mexico counties. Availabilities are available.

AM: 10,000 watts, 710 kc. TV: Channel 4. Represented nationally by the O. L. Taylor Company



WAFM-TV
TELEVISION ALABAMA
CBS NETWORK
BIRMINGHAM 3, ALABAMA

MAY 20, 1953

MR WILLIAM H. ZILLGER
VICE PRESIDENT
STANDARD ELECTRONICS CORP.
285 EMMET STREET
NEWARK 5, N. J.

DEAR BILL:

MAY I TAKE THIS MEANS OF EXPRESSING MY APPRECIATION AND SINCERE THANKS FOR THE SPLENDID COOPERATION I RECEIVED FROM YOU AND YOUR ENTIRE STAFF DURING THE RECENT INSTALLATION OF OUR FIRST 20KW STANDARD ELECTRONICS AMPLIFIER.

IN MY 21 YEARS' EXPERIENCE, I HAVE NEVER INSTALLED A TRANSMITTER SO EASILY. I HAVE ONLY ONE SUGGESTION: INSTEAD OF YOUR SLOGAN, "ADD-A-UNIT", IT SHOULD READ, "ADD-A-UNIT & PLUG-IN"; HONESTLY, THAT WAS ABOUT ALL WE HAD TO DO HERE AT WAFM-TV TO ADD YOUR AMPLIFIER TO OUR OLD-TYPE TRANSMITTER.

PLEASE CONVEY MY THANKS TO ALL OF THE PEOPLE, THERE AT THE PLANT, WHO MADE IT POSSIBLE TO BEAT THE DEADLINE FOR US.

SINCERELY,

James L. Evans

JAMES L. EVANS
CHIEF ENGINEER

JLE:MB

STANDARD SE ELECTRONICS

FIRST with HIGH POWER

☆ There is a single factor—
almost indefinable—which makes one company
outstanding in its field. While it may manifest
itself differently for every form of human endeavor, the end result is
invariably the same: QUALITY OF ACHIEVEMENT.

☆ In our business, that factor is most nearly defined by the word
"Service", or as referred to in this letter, "Co-operation"... in
planning ... in delivery ... in performance ... in
maintenance. ☆ At Standard Electronics,
"Cooperation" is the guiding hand, continually
shaping the results of our thinking into products
for you which deserve the
confidence they inspire.

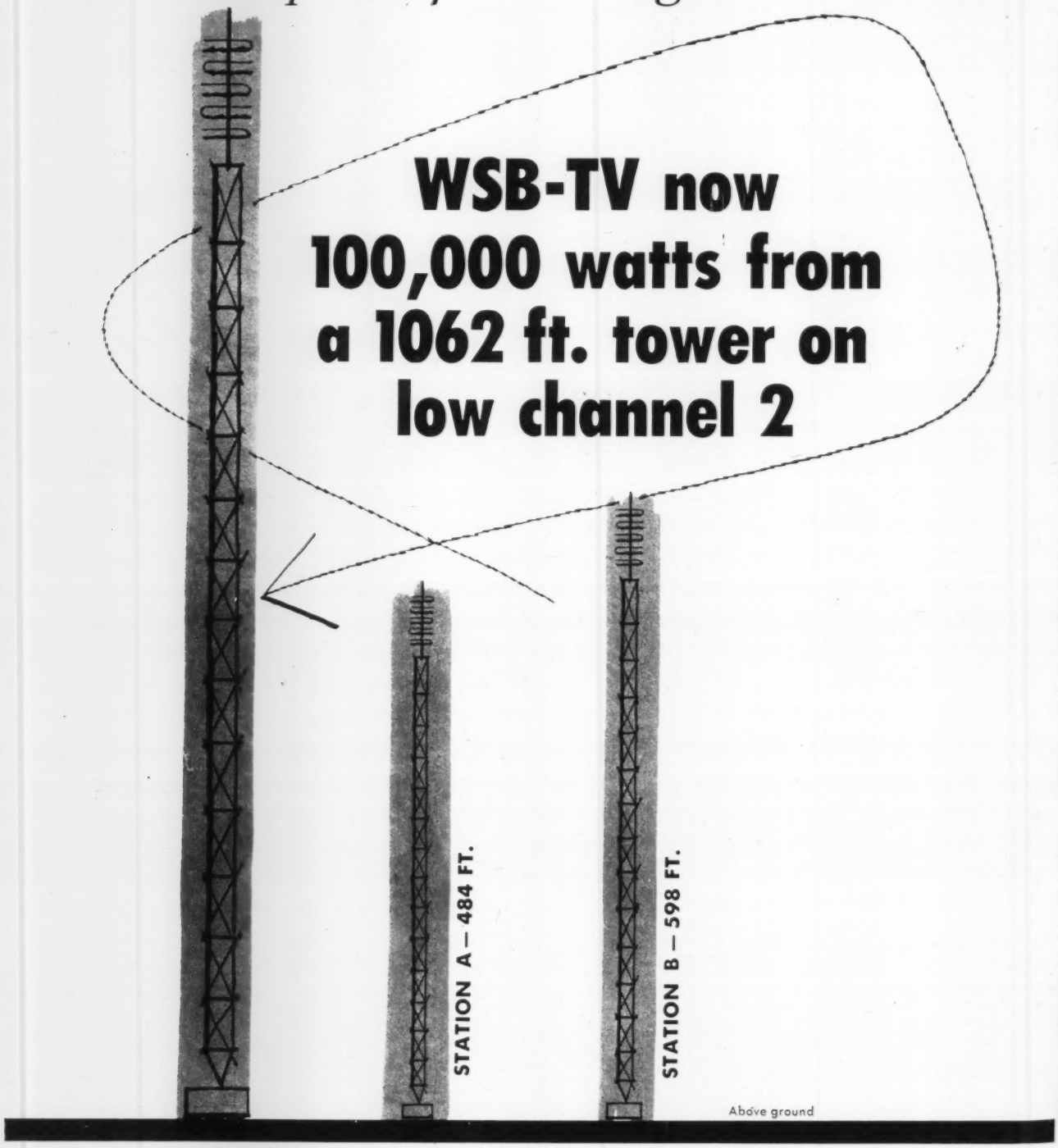
standard electronics corporation

A SUBSIDIARY OF CLAUDE NEON, INCORPORATED

newark 5, new jersey

devoted exclusively to the
engineering, manufacturing, and servicing of equipment
for the broadcast and television industry

The most powerful TV signal in Atlanta



With the increase to 100,000 watts your competitive advantage in transmitting from a higher tower at a low frequency becomes even more pronounced. WSB-TV truly is one of America's great *area stations*. Get more for your money . . . *much more*. Get on WSB-TV.

NBC AFFILIATE

wsb-tv

Represented by Petry
Affiliated with The Atlanta Journal and Constitution

TELESTATUS®

Weekly TV Set Summary—July 13, 1953—TELECASTING SURVEY

Editor's Note: Set estimates appearing here are obtained from stations, which report regularly on special, sworn affidavits. Totals for stations in each city represent sets claimed within total coverage areas of stations listed there. Coverage areas may embrace cities other than those where stations are listed, and no attempt is made here to define geographical limitations of station coverage or to identify cities within signal reach of stations that cover more than one city. Stations are listed in cities where they are licensed. Where coverage areas of stations in different cities overlap, set counts may be partially duplicated. If set estimates differ among stations in same city, separate figures are shown for each. Total U. S. sets in use, however, is unduplicated estimate.

City	Outlets on Air	Sets in Station Area vhf	uhf
ALABAMA			
Birmingham	WAFM-TV, WBRC-TV	161,000	.....
Mobile	WALA-TV	32,360	.....
	WKAB-TV	.....	24,000
Montgomery	WCOV-TV	.....	9,200
ARIZONA			
Phoenix	KPHO-TC, KTYL-TV	71,500	.....
Tucson	KOPO-TV	12,400	.....
ARKANSAS			
Little Rock	KRTV	.....	30,000
CALIFORNIA			
Fresno	KMJ-TV	.....	.....
Los Angeles	KECA-TV, KHJ-TV, KLAC-TV, KNBH, KTLA, KNXT, KTTV	1,595,877	.....
San Diego	KFMB-TV	182,300	.....
San Francisco	KGO-TV, KPIX, KRON-TV	654,085	.....
San Luis Obispo	KVEC-TV	.....	.....
COLORADO			
Colorado Springs	KKTV	22,070	.....
Denver	KBTV, KFEL-TV	150,362	.....
Pueblo	KDZA-TV, KCSJ-TV	20,000	.....
CONNECTICUT			
Bridgeport	WICC-TV	.....	11,031
New Britain	WKNB-TV	.....	68,674
New Haven	WNHC-TV	370,000	.....
DELAWARE			
Wilmington	WDEL-TV	139,168	.....
DISTRICT OF COLUMBIA			
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	451,000	.....
FLORIDA			
Ft. Lauderdale	WFTL-TV	.....	.....
Jacksonville	WMBR-TV	124,000	.....
Miami	WTVJ	181,000	.....
St. Petersburg	WSUN-TV	.....	.....
GEORGIA			
Atlanta	WAGA-TV, WSB-TV, WLWA	330,000	.....
Rome	WROM-TV	75,500	.....
HAWAII			
Honolulu	KGMB-TV, KONA	21,500	.....
IDAHO			
Nampa	KFXD-TV	.....	.....
ILLINOIS			
Belleville	WTVI (TV)	.....	.....
Chicago	WBBM-TV, WENR-TV, WGN-TV, WNBQ	1,415,695	.....
Peoria	WEEK-TV	.....	41,125
Rockford	WTVO	.....	21,452
Rock Island	WHBF-TV	212,000	.....
INDIANA			
Bloomington	WTTV	235,000	.....
Indianapolis	WFMB-TV	355,000	.....
Lafayette	WFAM-TV	.....	13,239
Muncie	WLBC-TV	.....	.....
South Bend	WSBT-TV	.....	37,794
IOWA			
Ames	WOI-TV	136,104	.....
Davenport	WOC-TV	203,000	.....
Sioux City	KVTV	47,208	.....
KANSAS			
Hutchinson-Wichita	KTVH (TV)	.....	.....
KENTUCKY			
Louisville	WAVE-TV	273,474	.....
	WHAS-TV	205,544	.....
LOUISIANA			
Baton Rouge	WAFB-TV	.....	18,000
New Orleans	WDSU-TV	192,697	.....
MAINE			
Bangor	WABI-TV	22,000	.....
MARYLAND			
Baltimore	WAAM, WBAL-TV, WMAR-TV	482,464	.....
MASSACHUSETTS			
Boston	WBZ-TV, WNAC-TV	1,061,272	.....
Springfield	WHYN-TV, WWLP	.....	40,000
MEXICO			
Matamoros (Brownsville, Tex.)	XELD-TV	31,200	.....
Tijuana (San Diego, Calif.)	XETV	208,925	.....
MICHIGAN			
Ann Arbor	WPAG-TV	.....	8,000
Battle Creek	WBKZ-TV	.....	38,776
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	1,001,000	.....
Grand Rapids	WOOD-TV	248,618	.....
Kalamazoo	WKZO-TV	304,615	.....
Lansing	WJIM-TV	183,445	.....
Saginaw	WKNX-TV	.....	31,500
MINNESOTA			
Duluth	WFTV	.....	21,235
Minneapolis	WCCO-TV	386,400	.....
St. Paul	KSTP-TV	371,000	.....
Rochester	KROC-TV	.....	.....
MISSISSIPPI			
Jackson	WJTV	.....	19,206
MISSOURI			
Kansas City	WDAF-TV	298,633	.....
	KCTY	.....	45,145
St. Louis	KSD-TV, WTVI (TV)	518,894	.....
Springfield	KTTS-TV	22,832	.....
NEBRASKA			
Lincoln	KFOR-TV, KOLN-TV	57,478	.....
Omaha	KMTV, WOW-TV	188,646	.....
NEW JERSEY			
Atlantic City	WFPG-TV	.....	12,790
Newark	WATV	3,520,000	.....
NEW MEXICO			
Albuquerque	KOB-TV	27,134	.....
Roswell	KSWS-TV	7,000	.....
NEW YORK			
Binghamton	WNBF-TV	104,800	.....
Buffalo	WBEN-TV	353,759	.....
Elmira	WTVE	.....	6,386
New York	WABC-TV, WABD, WCBS-TV, WNBT, WOR-TV, WPIX	3,520,000	.....
Rochester	WHAM-TV	184,000	.....
Schenectady	WRGB	271,500	.....
Syracuse	WHEN, WSYR-TV	220,041	.....
Utica	WKTV	93,000	.....
NORTH CAROLINA			
Charlotte	WBTV	330,122	.....
Greensboro	WFMY-TV	172,374	.....
NORTH DAKOTA			
Fargo	WDAY-TV	.....	.....
Minot	KCJB-TV	5,926	.....
OHIO			
Cincinnati	WCPO-TV, WKRC-TV, WLWT	430,000	.....
Cleveland	WEWS, WNBK, WXEL	768,249	.....
Columbus	WBNS-TV, WLWC, WTVN	306,950	.....
Dayton	WHIO-TV, WLWD	278,000	.....
Lima	WLOK-TV	.....	10,397
Toledo	WSPD-TV	226,000	.....
Youngstown	WFMJ-TV, WKBN-TV	.....	40,000
Zanesville	WHIZ-TV	.....	7,500
OKLAHOMA			
Lawton	KSWO-TV	29,747	.....
Okla. City	WKY-TV	216,314	.....
Tulsa	KOTV	145,600	.....
OREGON			
Portland	KPTV	.....	99,814
PENNSYLVANIA			
Altoona	WFBG-TV	181,500	.....
Bethlehem	WLEV-TV	.....	.....
Erie	WICU	196,760	.....
Harrisburg	WHP-TV	.....	66,400
Johnstown	WJAC-TV	666,881	.....
Lancaster	WGAL-TV	228,035	.....
New Castle	WKST-TV	.....	39,375

Station

KRLD TV

Dallas

Covers the Largest

TELEVISION MARKET

Southwest

with

MAXIMUM POWER

100,000 Watts Video

50,000 Watts Audio

DALLAS and FORT WORTH

More than a Million urban population in the 50-mile area

More than TWO MILLION in the 100-mile area . . .

NOW

272,000

TELEVISION HOMES IN KRLD-TV'S EFFECTIVE COVERAGE AREA

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

This is why KRLD-TV is your best buy

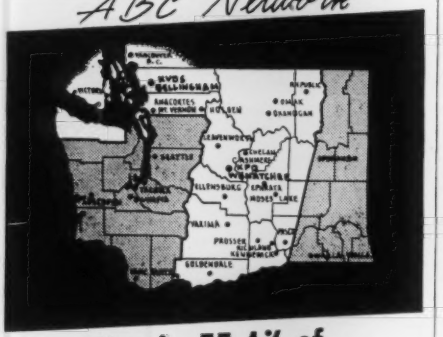
Channel 4 Represented by The BRANHAM Company

KVOS-TV CHANNEL 12
Serving a million people in the upper Puget Sound - British Columbia area . . . most northerly U. S. TV station.

KVOS 1000 WATTS 790 K C

KPQ 5000 WATTS 560 K C

ABC Network



Here's 55.4% of WASHINGTON STATE'S CASH FARM INCOME

Represented by Robert Meeker Assoc., Inc.

Up to 239% More Audience Families

than other Syracuse Stations

According to SAMS and Nielsen, Dec. 1952

•

For full details, write, wire or ask Headley-Reed

WSYR ACUSE 570 KC

NBC Affiliate In Central New York

FACTS & FIGURES

City	Outlets on Air	Sets in Station Area vhf	uhf
	PENNSYLVANIA		
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,398,000	.....
Pittsburgh	WDTV	641,000	.....
Reading	WEEU-TV	.....	.....
	WHUM-TV	.....	100,000
Scranton	WGBI-TV	.....	45,000
Wilkes-Barre	WBRE-TV	.....	86,481
York	WSBA-TV	.....	61,330
	RHODE ISLAND		
Providence	WJAR-TV	1,843,320	.....
	SOUTH CAROLINA		
Charleston	WCSC-TV	.....	.....
Columbia	WCOS-TV	.....	20,300
	SOUTH DAKOTA		
Sioux Falls	KELO-TV	31,000	.....
	TENNESSEE		
Memphis	WMCT	209,756	.....
Nashville	WSM-TV	117,450	.....
	TEXAS		
Amarillo	KFDA-TV, KGNC-TV	26,657	.....
Austin	KTBC-TV	38,791	.....
Dallas	KRLD-TV, WFAA-TV	272,000	.....
El Paso	KROD-TV, KTSM-TV	25,021	.....
Ft. Worth	WBAP-TV	255,614	.....
Galveston	KGUL-TV	235,000	.....
Houston	KPRC-TV, KUHT*	256,000	.....
Lubbock	KCBD-TV, KDUB-TV	28,760	.....
San Angelo	KTXL-TV	.....	.....
San Antonio	KEYL, WOAI-TV	147,444	.....
Wichita Falls	KFDX-TV, KWFT-TV	33,000	.....
	UTAH		
Salt Lake City	KDYL-TV	127,200	.....
	KSL-TV	116,000	.....
	VIRGINIA		
Lynchburg	WLVA-TV	66,184	.....
Norfolk	KTAR-TV	173,729	.....
Richmond	WTVR	170,907	.....
Roanoke	WROV-TV	.....	20,405
	WSLS-TV	87,000	.....
	WASHINGTON		
Bellingham	KVOS-TV	25,000	.....
Seattle	KING-TV	266,900	.....
Spokane	KHQ-TV, KXLY-TV	32,549	.....
Tacoma	KTNT-TV	266,900	.....
Yakima	KIMA-TV	.....	.....
	WEST VIRGINIA		
Huntington	WSAZ-TV	200,432	.....
	WISCONSIN		
Green Bay	WBAY-TV	44,380	.....
Madison	WKOW-TV	.....	.....
Milwaukee	WTMJ-TV	437,696	.....
Oshkosh	WOSH-TV	.....	.....

Total Stations on Air 199*
Total Cities with Stations on Air 141*
Total Sets in Use 24,640,159
*** Includes XELD-TV Matamoros and XETV Tijuana, Mexico, and educational station KUHT Houston.**

June Videodex Shows 'I Love Lucy' at Top

VIDEODEX Reports for June shows CBS-TV's *I Love Lucy* in first place among the top 10 network television programs, followed by President Eisenhower's "report to the nation" on June 3. Videodex listing of programs is as follows:

		No. of Cities	% TV Homes
1	I Love Lucy (CBS)	78	60.5
2	President Eisenhower (All)	69	50.0
3	Godfrey & Friends (CBS)	69	44.7
4	Dragnet (NBC)	70	44.1
5	Talent Scouts (CBS)	46	41.5
6	Red Buttons (CBS)	76	40.4
7	Groucho Marx (NBC)	81	40.3
8	What's My Line (CBS)	45	36.2
9	Comedy Hour (NBC)	75	36.1
10	Jackie Gleason (CBS)	53	34.8

		No. of Cities	No. TV Homes (000's)
1	I Love Lucy (CBS)	78	13,817
2	President Eisenhower (All)	69	11,271
3	Godfrey & Friends (CBS)	69	9,459
4	Dragnet (NBC)	70	9,349
5	Groucho Marx (NBC)	81	9,250
6	Red Buttons (CBS)	76	8,712
7	Comedy Hour (NBC)	75	8,046
8	Talent Scouts (CBS)	46	7,644
9	What's My Line (CBS)	45	6,563
10	Your Hit Parade (NBC)	76	6,442

Total number Videodex TV markets—91.
Total number TV markets in U. S.—91.
Number diaries tabulated for Videodex June report—9,200.

'Lucy' Polls at Top Of First June Report

THE LEADING THREE in television rating for the first two weeks in June: *I Love Lucy*, *Colgate Comedy Hour*, *Philco TV Playhouse*. So states the A. C. Nielsen Co. report, which also shows how the Coronation fit into the popularity picture. The listings:

NATIONAL NIELSEN-RATINGS
TOP TELEVISION PROGRAMS
First Report for June, 1953
(Two Weeks Ending June 13, 1953)

NIELSEN-RATING*
NUMBER OF TV HOMES REACHED

Rank	Program	Homes (000)
1	I Love Lucy (CBS)	13,8
2	Colgate Comedy Hour (CBS)	11,2
3	Philco TV Playhouse (NBC)	10,3
4	Dragnet (NBC)	9,3
5	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	9,0
6	Coronation (General Motors) (NBC)	9,0
7	Red Buttons (CBS)	9,0
8	Pabst Blue Ribbon Bouts (CBS)	8,8
9	Studio One (CBS)	8,2
10	Gillette Cavalcade (NBC)	8,2

PER CENT OF TV HOMES REACHED
IN PROGRAM STATION AREAS

Rank	Program	Homes %
1	I Love Lucy (CBS)	59
2	Colgate Comedy Hour (CBS)	47
3	Philco TV Playhouse (NBC)	46
4	Dragnet (NBC)	44
5	Coronation (General Motors) (NBC)	43
6	Arthur Godfrey & Friends (Liggett & Myers) (CBS)	41
7	Studio One (CBS)	41
8	Red Buttons (CBS)	40
9	Pabst Blue Ribbon Bouts (CBS)	40
10	Texaco Star Theater (NBC)	39

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

(Copyright 1953 by A. B. Nielsen Company)

CBS Radio Takes Most Places In May 31-June 6 Nielsen Poll

CBS Radio garnered seven of the ten top evening shows, according to national AM ratings of A. C. Nielsen Co. Leaders during the week of May 31-June 6, as listed by Nielsen, were:

EVENING, ONCE-A-WEEK
NIELSEN-RATING*

RANK	PROGRAM	HOMES REACHED (000)
1	Lux Radio Theater (CBS)	3,491
2	Jack Benny (CBS)	3,267
3	You Bet Your Life (NBC)	3,222
4	Charlie McCarthy Show (CBS)	2,864
5	Bob Hawk Show (CBS)	2,730
*6	Big Story (NBC)	2,551
7	My Little Margie (CBS)	2,327
8	Great Gildersleeve (NBC)	2,327
9	Suspense (CBS)	2,283
10	Yours Truly, Johnny Dollar (CBS)	2,283

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, Average audience basis is used.

Copyright 1953 by A. C. Nielsen Company

RTMA's Set Count

SALES of radio sets showed a sharp upswing in May, according to Radio-Television Manufacturers Assn. In its monthly analysis of retail set sales, RTMA found that 716,407 radios were sold in May compared to 412,802 in April.

RTMA reported 244,191 TV sets were sold in May compared to 319,721 in April. Five-month totals showed sales of 2,568,080 radios and 2,344,811 TV sets this year. Radio set sales do not include auto receivers.

reach RICHER Roanoke with TV

People are richer in Roanoke.
Look at these figures* just released:

$1,138,788,000 effective buying income
$5,867 per family per year
20% above national average
34% above Virginia state average

The most effective way to reach this important source of spendable income is with Television. And use WSLS-TV to be *sure!*

Call your Avery-Knodel man today. He will give you the eye-opening story about Roanoke's *dominant* TV station . . .

WSLS-TV

gives advertisers the lowest cost-per-thousand with

Preferred Programming (both CBS and NBC plus excellent local shows)

Broadest Coverage (314,600 families in primary area)

Clearer, sharper Image (Antenna nearly 2,000′ above city: soon 248,000 watts of power)

Sales Management, 1953 Survey of Buying Power

WSLS · AM · FM and now TV

ROANOKE, VIRGINIA

NBC • 610 K.C. NBC • CBS • CHANNEL 10

OWNED AND OPERATED BY SHENANDOAH LIFE STATIONS, INC.

CALL YOUR **AVERY-KNODEL** MAN TODAY

DOMINANT

To reach—and *sell*—the rich, expanding Denver and Colorado market, specify KBTV...for sales *results!* Now in its permanent new location, equipped with the latest equipment to serve every television need, KBTV is *proving* its dominance: *Four* KBTV-Denver *local* programs among the top ten multi-weekly shows...top network shows...and still more—between 6-12 p.m. Monday thru Fridays, KBTV DOMINATES its share of audience, 54% to Station B's 46%! (Source: Pulse,March, 1953.) Specify KBTV-Denver—for the great Colorado Market!

JOE HEROLD, Manager
JERRY LEE, Commercial Manager
Studios and Offices: 1089 Bannock Street
Denver, Colorado

in DENVER

BEAMING BETTER PROGRAMS from ATOP LOOKOUT MOUNTAIN

KBTV

CHANNEL 9 DENVER

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ABC • CBS Affiliate

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FREE & PETERS INC.

Pioneer Station Representatives Since 1932

NEW YORK CHICAGO ATLANTA DETROIT FT. WORTH HOLLYWOOD SAN FRANCISCO

NARBA CONTROVERSY FLAMES ANEW IN SENATE SUBCOMMITTEE HEARING

Proponents of the agreement describe it as a must for the harmony of North American broadcasting; opponents, in turn claim harmful effects of the pact.

DORMANT for more than two years, the long-standing controversy over the pending North American Regional Broadcasting Agreement broke out last week on Capitol Hill. It was the first chance for industry leaders involved to fully express their views—pro and con—on NARBA on a common ground; they made the most of it.

The NARBA drama was unveiled in two days of hearings before Sen. Charles W. Tobey's Senate Foreign Relations subcommittee. Ses-

FCC CHAIRMAN Rosel H. Hyde (l) confers briefly with Sen. Charles W. Tobey just before the New Hampshire Republican opened the subcommittee hearing. Sen. Tobey wielded the gavel during the three-day NARBA hearing before his Senate Foreign Relations Committee unit.

* * *

sions began Wednesday morning and were to conclude Friday [see AT DEADLINE].

The third NARBA, which has been awaiting ratification in the Senate more than two years, must receive committee approval before it faces its Senate test. A two-thirds majority of Senators present and voting is needed to ratify the treaty.

Sen. Tobey told B•T that he could not predict how NARBA will fare. The Senator said, however, that the farm groups put forward a good case. He said the subcommittee would give the treaty its consideration as soon as it was possible to get the members together—apparently a problem.

Objectors to NARBA included spokesmen for the Clear Channel Broadcasting Service and Farm Bureau and Grange spokesmen. Their arguments centered on distrust of Cuba's ability to keep its high-powered stations in line, Mexico's refusal to go along with the agreement, and a belief that U. S. Class 1-A clears will meet with more interference, not less.

Against these arguments, supporters, aided by pertinent testimony of FCC Chairman Rosel H. Hyde, who headed the U. S. negotiating team, and Sen. Edwin C. Johnson (D-Colo.), influential member of the Senate Interstate & Foreign Commerce Committee, brought these points to bear:

Without NARBA the international broadcast field will worsen. Cuba will range rampant on the spectrum. Negotiations with Mexico can be helped by stabilizing standards for the rest of the North American region. In any event, NARBA affords protection to U. S. Class 1-A channels, certainly more safeguards than if no agreement exists.

Here is the list of the broadcasting representatives "for" and "against":

For—William Lodge, vice president in charge of engineering, CBS; Frank Marx, vice president in charge of engineering, ABC; E. V. Huggins, president, Westinghouse Radio Stations Inc.; John E. McCoy, secretary, Storer Broadcasting Co.; T. A. M. Craven of Craven, Lohnes & Culver; Joe DuMond, president, Josh Higgins Broadcasting Co. (KXEL Waterloo, Iowa); Andrew G. Haley, Haley, Doty & Schellenberg (representing number of stations); J. B. Hyman, WHTN Huntington, W. Va.; Paul R. Bartlett, president and general manager, KFRE Fresno, Calif.; Glenn A. Wilkinson, testifying for KSL Salt Lake City, and Elliot M. Sanger, executive vice president, Interstate Broadcasting Co., licensee of the *New York Times'* station WQXR.

Against—Hollis M. Seavey, director, CCBS; Reed T. Rollo, legal counsel, CCBS; Col. John H. DeWitt Jr., president, WSM Inc. (WSM-AM-TV Nashville) and chairman of the CCBS engineering committee; George W. Curran, research enginner, and Nelson McIninch, farm director, Earl C. Anthony Inc. (KFI Los Angeles); George Leydorf, vice president in charge of engineering, and Marshall Wells, farm director, both WJR Detroit and William Shomette, farm director, Southland Industries (WOAI San Antonio).

Mr. Hyde and Assistant Secretary of State for Economic Affairs Samuel C. Waugh were the government witnesses supporting the treaty.

Mr. Waugh said the agreement in the State Dept.'s opinion is in the overall interest of the listening public and the standard band broadcasting industry.

Pointing out that there has been no agreement since 1949, Mr. Waugh said: "Both the State Dept. and the FCC are convinced that there is little, if any, prospect of our being able to hold another conference in this field in the near future or to negotiate another agreement as good as this one." He said room for negotiation gets narrower as the industry expands in U. S. and elsewhere on the continent. He said the vast majority of the broadcasting industry favors the treaty "because of the stability it provides."

Both Messrs. Waugh and Hyde pointed out that 10 state broadcasting associations passed resolutions endorsing NARBA.

FCC Chairman Hyde presented voluminous testimony on behalf of the treaty. He served as chairman of the U. S. delegation which negotiated the third NARBA.

According to Mr. Hyde, ratification of the treaty would protect "the interests of rural peoples."

Reviewing the history of assignment of frequencies in the AM band, Chairman Hyde noted: "The ability our industry has shown to grow and prosper has been due in no small part to stability resulting from the protection it has received internationally, based upon these provisions of past agreement."

Chief points among the many presented by Mr. Hyde were:

1. U. S. Class 1-B Stations (which operate on clears) would receive a measure of protection from foreign 1-A stations but "in the absence of a treaty our 1-B stations are constantly in danger of the most serious interference from other countries."

2. Cuba in 1949 "jumped" its use of the 24 channels used by U. S. Class 1-A stations from four under the Interim Agreement to 14. Rural areas in the past several years have received "more and more interference—and less and less service." There's a danger, without international understanding, of "things getting even worse."

3. Under NARBA, Cuba would delete present nighttime station operations on all except six of these 24 clear channels. Of the six channels, Cuba agrees to "explicit and stringent" engineering provisions to provide a high degree of protection to U. S. stations.

4. Service to farm areas, therefore, "would be incomparably better than that which exists now or has existed since expiration of the Interim Agreement.

5. Of the mentioned six channels, one is 660 kc (WNBC New York), another 670 kc (WMAQ Chicago). Both these stations, he emphasized, are stations operated by NBC, which favors NARBA ratification. Two others are 1-A stations in Chicago and Minneapolis on 780 kc and 830 kc (WBBM and WCCO, respectively operated by CBS, also favoring NARBA. The remaining two, on which Cuba would have limited use, are 640 kc (KFI Los Angeles) and 760 kc (WJR Detroit).

Chairman Hyde noted that KFI and WJR belong to CCBS along with 12 other Class 1-A stations "which is the only opposition to this treaty of which I am aware in the broadcasting industry." He added, "In fact I know of no

SIX of the Clear Channel Broadcasting Service's chief spokesmen against ratification of the North American Regional Broadcasting Agreement huddle before the hearing: L to r, in foreground, Col. John H. DeWitt Jr., president, WSM Inc. Nashville, and chairman of CCBS' Engineering Committee; partially hidden, William Shomette, farm director, Southland Industries (WOAI San Antonio); Reed T. Rollo, legal counsel, CCBS; Hollis M. Seavey, director, CCBS; George Leydorf, vice president in charge of engineering, WJR Detroit, and Marshall Wells, WJR farm director.

XUM

REG. U.S. PAT. OFF.

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gives you 2 new recording firsts!

(1) "Scotch" Brand 120A "High-Output" Magnetic Tape

NEW COATING! revolutionary magnetic material offers unparalleled sensitivity.

GREATLY REDUCED HARMONIC DISTORTION can be achieved by recording at lower input level while still maintaining accustomed play-back levels, or—

INCREASED OUTPUT! gain 8 to 12 db more output than any conventional magnetic tape with no increase in noise or harmonic distortion.

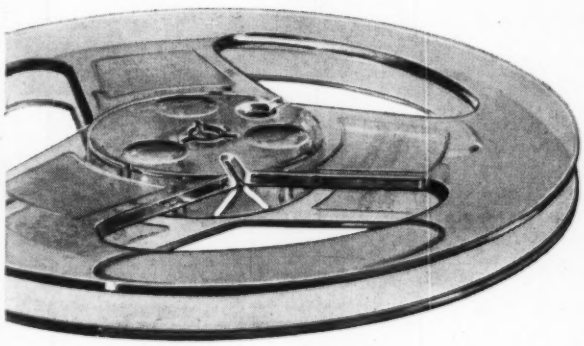
NEW COLOR! dark green color unmistakably identifies.

GUARANTEED UNIFORMITY! output variation within a 1200-ft. reel at 1000 cps is less than plus or minus ¼ db and is less than ½ db from reel to reel.

NEW DRY LUBRICATION PROCESS minimizes head and machine wear, assures freedom from squealing, cupping, curling.

100% SPLICE-FREE in all lengths including 2400-ft.

(2) "Scotch" Brand "V" Slot 7-in. Plastic Reel



EXCLUSIVE "V" SLOT! easiest, quickest threading device yet perfected.

2¼-in. HUB! *only* large hub reel that takes standard lengths of *all* magnetic tapes, minimizes timing errors, eliminates tape spillage in rewind.

WIDE SPOKES! 45% more plastic gives extra rigidity, precision balancing.

TAPERED FLANGES eliminate frayed tape edges, give smoother wind.

EASIER LABELING! larger, unobstructed writing and labeling surface.

COSTS NO MORE than ordinary reels!

Get Both from Your Distributor.

REG. U.S. PAT. OFF. SCOTCH BRAND *Magnetic Tape and "V" Slot Plastic Reel*

The acknowledged international standard of the recording industry

High-Output and (R) TM 3M Co. The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-Sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: 122 E. 42nd St., New York 17, N.Y. In Canada: London, Ont., Can.

opposition brought here against the treaty that was not organized by the clear channel group." At another point, the Chairman asserted he was "shocked" that the clear channel stations—which would not be subject to limitations—"can be here objecting" to NARBA.

Anticipating objections to NARBA because it might limit the clears from increasing their power still higher, Chairman Hyde urged that "higher power use be re-examined in the light of the international treaty." He emphasized, however, that the power of the clears would not be limited.

Mr. Hyde, drawn by questioning of Sen. Tobey, asserted that the ability of the U. S. to "deal with Mexico will be enhanced" if NARBA is ratified. He also noted that the Dominican Republic under the treaty would be moved from the 1040 kc 1-A clear channel.

Also staunchly defended by Mr. Hyde was the agreement by Cuba to use directional antennas on the six clears it can use and limit signals to not more than 25 mv/m at any point within 800 miles of the U. S. dominant station.

Sen. Johnson appeared Thursday afternoon. In reference to Cuba, he asserted: "An international treaty must be give and take." Mr. Hyde, he said, "did a magnificent job in working out this agreement." Sen. Johnson said he was fearful at one time that the agreement could not be consummated. He noted that the U. S. delegation kept down concessions to Cuba to a "minimum."

The Senator said the terms of the treaty provide "flexibility." If the treaty is rejected, he said, Cuba can interfere with every clear channel station in the U. S. The latter stations, he said, stand to gain with ratification, but if the treaty is rejected it will be a return to "the law of the jungle—chaos will reign in the international broadcasting field." The U. S. then would have to make additional concessions, he warned.

"One of these days," he said, "we will have to work out an agreement with Mexico. If we can't work out NARBA, how will we work out an agreement with Mexico? We can't have everything." He said it would be "almost scandalous if after negotiating this agreement we fail to go through with the treaty."

Col. DeWitt summarized his argument:

• The 1950 NARBA threatens U. S. rural radio service by giving Cuba the right to use six specific U. S. clear channels and actually all 24 U. S. clears.

• It throws a roadblock against improvement of the presently inadequate U. S. rural radio service by seriously limiting any increase in power for U. S. Class I-A clear channel stations.

• It permits Cuban expansion of service on Class I-B, regional and local channels to the present and future detriment of U. S. radio service. By the proposed treaty Havana gets at least 31 stations, far more than any other city in the world.

• It offers additional threats to farm listeners in the U. S. by authorizing shared use of our clear channels by Jamaica and the Dominican Republic.

Here is an outline of Mr. Rollo's objections:

• Mexico and Haiti are not parties to the agreement.

• Concessions are given to Cuba, principally in permitting use of six U. S. I-A clears, and by not binding the nation to the 650-mile rule, and by requiring Cuba to protect the U. S. stations only within an 800-mile radius of the U. S. station.

• Concessions to Jamaica and Dominican Republic. Jamaica under NARBA gets to use two U. S. clears (880 kc (WCBS) and 1180 kc (WHAM)) and the Dominican Republic gets to use one clear (820 kc, WFAA WBAP).

• Lack of enforcement powers in the treaty.

• Veto power is given other countries regarding increases in adjacent channel skywave signals—"a provision that in many instances may give Canada and Cuba the right to veto power increases by U. S. stations."

• So many changes have occurred since NARBA was negotiated that it should be reviewed.

Col. DeWitt, in his testimony, asserted Chairman Hyde did not use engineering information available in stating that no interference would occur on U. S. clears. Referring to side-channel interference, he said, if any one of the clear channel stations wanted to go above 50 kw, the station must get the approval from other countries.

He asserted that KFI, to place directional antennas in order to bring its broadcasting in line with NARBA, would have to use 10 towers on an 86-acre plot of ground and that WJR, to limit its signal directly south, would not be able to improve its 50 kw signal.

Col. DeWitt asked that good service be provided in this country first, "then go into a treaty with other countries." He said: "Mr. Hyde's hands are tied because of no decision in the clear channel case."

Mr. Seavey's statement submitted to the subcommittee substantially duplicated that of Messrs. DeWitt and Rollo. Other broadcast witnesses in opposition pointed to the individual clear channel station they represented, explaining the operation for the rural areas and what their station would suffer from NARBA ratification. KFI and WJR were the principal stations involved with testimony underlining the stations' problems peculiar to their areas.

The stations, they said, serve a great rural area where no other broadcast outlet can reach. They provide news, information and entertainment. Much of this news—particularly weather reports, livestock reports, frost warnings, and similar information—is essential to the farmer.

This was attested by the parade—some 18 or 19—of Farm Bureau and Grange officials who took the stand against NARBA. They asserted that they would favor no agreement in preference to NARBA, that a new attempt to negotiate a treaty be made—this time with Mexico a party.

FRONT row at Senate hearing is occupied by these NARBA supporters (l to r): T. A. M. Craven, of Craven, Lohnes & Culver; James A. McKenna Jr., McKenna & Wilkinson, counsel for ABC; John E. McCoy, secretary, Storer Broadcasting Co., and Glenn Wilkinson, attorney, representing KSL Salt Lake City.

* * *

TWO FCC staff members, who aided Chairman Hyde in preparing testimony, check their file before the NARBA hearing gets underway. They are James Barr, (l), chief of the aural facilities division in the Broadcast Bureau, and Joseph M. Kittner, assistant chief of the Broadcast Bureau.

* * *

McCoy to Testify

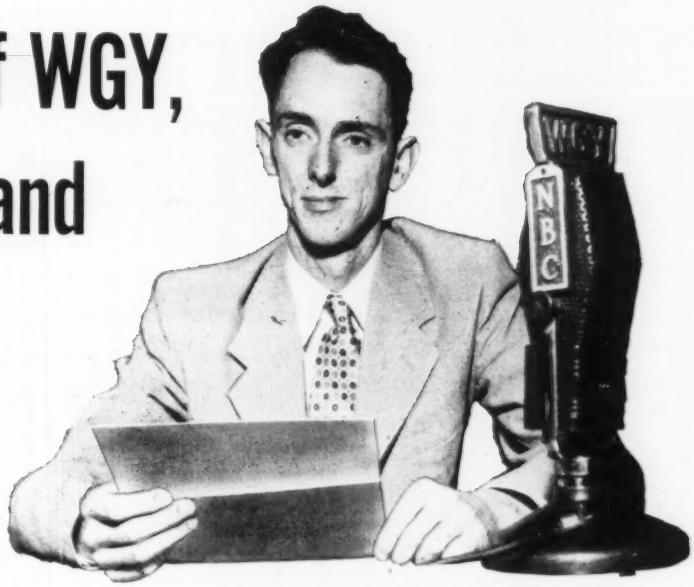
Mr. McCoy of Storer, in favor of the treaty, was scheduled to testify Friday. In his prepared statement, he said, "The main consideration should be to avoid the condition of radio anarchy in the North American Region which will result if the Third NARBA is not ratified by the U. S." NARBA, he said, is in the best interest of the listening audience in this country, in the interests of U. S. stations; business conditions in the radio industry require major adjustments to be made by U. S. stations in their operating, program and commercial policies—instability in international radio relations would only heighten the troubles.

Mr. Bartlett of KFRE (50 kw with directional antenna, CBS affiliate, not clear channel) declared the clear channel is not the only station which serves the farmer. He noted that KFRE operates on a frequency shared by foreign country frequencies. The new NARBA, he asserted, "is the only treaty which would set forth . . . standards for the determination of interference spelled out in language so clear that it should prove persuasive to the arbiters in the settlement of any dispute arising therefrom."

Mr. Bartlett attacked the clear channel stations as "a mere handful of the long privileged 25 stations who have enjoyed such a pampered existence throughout the years." He said it was "incredible" to him that they "should now appear to place more value on their imaginary personal losses than on the overall good of the nation"

Mr. Craven, former FCC Commissioner and an active participant in NARBA negotiations since 1937, noted that "the price paid by the

The Story of WGY, Don Tuttle, and the Farmer



Don Tuttle is as well-known as Perry Como to the more than 100,000 farmers in the 45 counties served by WGY. And Don is much more important to his listeners in the 17th State*.

Don is editor of the FARM PAPER OF THE AIR, heard over WGY Monday through Saturday from 12:30 to 1 P.M. Now mid-way through its 27th year, Farm Paper of the Air has become a habit with farmers in the areas around Schenectady, Albany, and Troy. Even busy farmers stop for lunch, and they take Don Tuttle along with their dessert.

From Don they learn the latest auction and market prices, latest developments in labor-saving equipment, vital weather information, and important farm news from the State Extension Service and the Department of Agriculture.

FARM PAPER OF THE AIR pulls more than 20,000 responses annually, one of the reasons it became the cornerstone of WGY's farm programs. Its listening area is more populous than 32 of the nation's 48 states and it is heard over the only station in the area which has scheduled regular programs of interest to farmers.

The FARM PAPER OF THE AIR presents an excellent opportunity for an advertiser to cultivate an unusually fertile field—the large and prosperous farm audience of WGY.

On their way to Europe as International Farm Youth Exchange student delegates, Robert Sweetland of Cazenovia and Evelyn White of Hudson Falls, N. Y., stop long enough to talk with Don Tuttle (right) on FARM PAPER OF THE AIR.

USE THE CHARM, INTIMACY, AND INTEREST OF DON TUTTLE'S FARM PAPER OF THE AIR TO PUT ACROSS YOUR SELLING MESSAGE TO THE LARGE RURAL AREAS SERVED BY WGY

WGY AND THE FARMER

Number of farms in the WGY area	96,550
Average value per farm	$10,828
Number of farms owner-occupied	77,265
Number of trucks	54,643
Number of tractors	75,013
Number of autos	89,947

*The WGY area is so named because its effective buying income is exceeded by only 16 states.

50,000 WATTS

WGY

A GENERAL ELECTRIC STATION

Studios in Schenectady, N. Y.

The Capital of the 17th State

Represented Nationally by Henry I. Christal, New York—Chicago—Detroit—San Francisco

The Tobey Tax

SEN. CHARLES W. TOBEY (R-N. H.) departed long enough from the hearing on NARBA last week to suggest a "franchise" tax be leveled on each license granted to operate a station. He said a license was a privilege and broadcasters should pay for the right of domain on airwaves which belong to the public.

U. S. for this agreement is relatively small." The absence of Mexico as a signatory "is not a fatal defect," he said. Collateral measures against Cuba and Mexico as suggested by the farm groups and CCBS, according to Mr. Craven, are specifically prohibited by a treaty entered into by Pan-American nations, including the U. S. He noted that NARBA ratification would "afford flexibility for the FCC to make a clear channel decision," thus directing his remarks at testimony to the effect that the agreement would prevent clear channel stations from improving their service by upping power.

Mr. Huggins of Westinghouse (operator of 50 kw stations WBZ Boston, KYW Philadelphia, KDKA Pittsburgh, KEX Portland, Ore., as well as WBZ-TV Boston and WPTZ (TV) Philadelphia, and WOWO Fort Wayne, which will increase its 10 kw to 50 kw this fall) noted that officials of his company served as advisers to NARBA. He referred to KYW's difficulty with a Cuban station on its frequency (KYW is a 1-B station). He said that since no agreement was in effect, Westinghouse had to work out a private arrangement to eliminate interference. Such a procedure could be forced on all clear channel stations should a treaty fail ratification, he said.

Mr. Lodge of CBS declared that the network did not believe the treaty's "impact" was directed at any particular segment of the broadcast industry—and affording "a reasonably acceptable degree of protection"—it "would be better than none at all." It is CBS' judgment that U. S. radio listeners and broadcasters stand to lose less service if NARBA is effective than would be the case if no treaty governs the North American broadcasting assignments.

Presents DPA's Views

Leonard H. Marks of Cohn & Marks, Washington, D. C., law firm, spoke for Daytime Petitioners' Assn., made up of daytimers. He said DPA favored NARBA's ratification because it "will permit an earlier decision" by FCC on permitting the daytime stations to have nighttime service on frequencies now bumped at night by foreign nations.

KSL, represented by Mr. Wilkinson, is the only 1-A station in the U. S. not owned by a network and not a member of CCBS. He said KSL favored non-interference—protection from foreign stations. It would prefer a roll-back to the 1946 terms of NARBA but realizes the number of stations has grown in every country —therefore, some adjustments and concessions are in order, he said.

Mr. Sanger noted WQXR's difficulty with Cuba in the past, citing this as "not only one reason why WQXR is urging ratification. . . . but as one example of how the treaty protects the interests of the U. S."

Paul Godofsky, president-general manager, WHLI-AM-FM Hempstead, N. Y., urged Sen. Herbert Lehman (D-N. Y.) and Sen. Tobey to vote for NARBA ratification.

Other Senators at intervals attending the subcommittee hearing, in addition to Sen. Tobey, were Mike Mansfield (D-Mont.) and Homer Ferguson (R-Mich.).

FCC SETS HEARING ON WTVP (TV)'S PROTEST OF WCIA (TV)'S MOVE

Uhf WTVP claims vhf WCIA's moving nearer to Decatur would cause economic injury. CBS-TV is said to have cancelled its affiliation contract with WTVP.

WITH issues including the effect on uhf development of CBS Television's withdrawal of affiliation from uhf Ch. 17 WTVP (TV) Decatur, Ill., in favor of vhf Ch. 3 WCIA (TV) Champaign, Ill., a hearing has been scheduled July 20 before an FCC examiner upon the application of WCIA (TV) to move its transmitter site in the direction of Decatur.

FCC has postponed the effective date of its grant of the WCIA (TV) move pending outcome of the hearing. A pre-hearing conference in the case is scheduled before the examiner, William G. Butts, today (Monday).

WTVP (TV) protested the WCIA (TV) move on grounds of economic injury under Sec. 309(c) of the Communications Act, alleging that CBS-TV cancelled its affiliation and cancelled "confirmed orders" for sponsored network programs in favor of affiliation with WCIA (TV) as a "must buy" outlet.

FCC was told that because of its transmitter site move, WCIA (TV) will cover Decatur with a "principal city" signal and local vhf set owners will not be inclined to convert their sets to receive the uhf signals from WTVP (TV).

Media Control Cited

WTVP (TV) also alleged concentration of control of mass media on the part of WCIA (TV) since it is identified in ownership with the only fulltime radio stations in Decatur (WSOY) and Champaign (WDWS) as well as with the only newspapers in Decatur and the *Champaign News-Gazette*.

The Decatur uhf grantee, which stated it has almost completed construction at a cost of nearly $400,000 and plans July 15 commencement, contended removal of the WCIA (TV) transmitter site to a site geographically located so it will provide "principal city" coverage over Decatur, 42 miles distant, "negates the very foundation principles and purposes of the allocation plan of assignment of channels on a city basis."

WCIA (TV), however, in its opposition to the protest, pointed out that the new transmitter site would extend its Grade A contour only 3 miles and Grade B contour only 3.5 miles beyond that set forth in its original station grant. WCIA (TV) argued that WTVP (TV) is not properly a party in interest and a grant of the protest "would do violence to one of the most basic and fundamental concepts of public interest, namely, that optimum use of broadcast facilities should be made."

The fundamental concept on which the protest is based, WCIA (TV) argued, "namely, the elimination or diminution of competition, is contrary to law."

While not adopting as issues the allegations of the protestant, FCC set forth the following issues for the hearing:

(a) To determine whether the granting of the application of Midwest Television Inc. [WCIA] is consistent with the provisions of the Commission's Sixth Report and Order and with the Commission's rules governing the television broadcast service.

(b) To determine whether the affiliation of Midwest Television Inc. with CBS Television, in the light of the circumstances, will deprive persons in the Decatur area of CBS and certain other network programs, contrary to the public interest and to the detriment of uhf television in Decatur, Illinois.

(c) To determine whether the effect of the actions of Midwest Television Inc. have resulted and will continue to result in a tendency to monopolize the media of mass communication to the detriment of the protestant's interests and the interests of the public.

(d) To determine in the light of the evidence adduced on the foregoing issues whether the public interest, convenience and necessity require that the grant of the subject application be vacated.

Comr. Robert T. Bartley, however, dissented from the majority decision and expressed the opinion "that the term 'party in interest' should be strictly construed. In the present case I am not persuaded that there has been any adequate showing that the modification of construction permit here at issue will injure the protestant economically."

WCIA (TV)'s permittee, Midwest Television Inc., is owned as follows: President August D. Meyer (24.9%); Clara R. Meyer (26.1%); Secretary Russel O. Derby (5%); Illinois Broadcasting Co. (20%), licensee of WSOY Decatur, 30% owner WTAX Springfield, Ill., and until February competitive Ch. 3 applicant there; Helen M. Stevick (10%), 60% owner of the *Champaign News-Gazette*, licensee of WDWS Champaign; Helen M. Stevick (10%), 40% owner of *News-Gazette*, and J. A. McDermott (2.1%), director of *News-Gazette*. Illinois Broadcasting is owned 100% by Decatur Newspapers Inc., publisher of the *Decatur Herald and Review*, and under same ownership as the *Champaign-Urbana Evening Courier*.

Prairie TV Co., permittee of WTVP (TV), is owned 88% by President W. L. Shellabarger, midwest investor who formerly operated grain and soy bean mills there. Vice president and 10% owner is Harold G. Cowgill, former Washington radio attorney.

Refusal From Others

Aside from losing CBS Television affiliation, WTVP (TV) asserted it has experienced comparable refusal of other networks to provide it with programs in view of the proposal of WCIA (TV) to blanket Decatur with a "principal city" signal. WTVP (TV) contended:

(a) Decatur area population will be discouraged from purchasing uhf receivers and from converting presently-installed vhf receivers to uhf signal reception.

(b) Advertisers will not buy WTVP (TV) time because of the lessened number of uhf receivers in the area.

(c) WTVP (TV) may fail financially, because of lack of revenues and have to cease operation with the result that the community will not have (1) a local outlet for self-expression and (2) a outlet for local advertisers with a receiving set tailored to fit their Decatur advertising needs.

In its conclusions, FCC noted "the significance of a clear showing of causal relationship between the action being protested and the alleged economic injury cannot be minimized in this or any similar case since it is a jurisdictional factor which determines whether the protestant has shown standing as a party in interest to protest." Although terming WTVP (TV)'s allegations are not fully clear, FCC said ". . . there exists among said allegations sufficient facts to indicate a reasonable possibility of economic injury."

FCC found WTVP (TV) "has specified with particularity the facts, matters and things relied upon as required by the provisions of Sec. 309(c) to warrant the designation of the above entitled application for hearing on the issues specified in the protest. However . . . in making this finding, we do not determine or imply that any or all of these issues, even if the facts with respect thereto are as alleged by protestant, are such that they could result in a determination that the grant to the applicant herein was improper."

To sell Garden Supplies to inland Californians
(AND WESTERN NEVADANS)

Be on the Beeline

This season, as usual, there will be a bumper crop of back fence gardening conversation. But at the same time, *inland* Californians will be buying yards and yards of garden implements and supplies.

To tell them about *your* product, tell them on the BEELINE — a 5-station radio combination that gives you:—

THE MOST LISTENERS More than any competitive combination of local stations . . . more than the 2 leading San Francisco and 3 leading Los Angeles stations *combined*. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience, more favorable Beeline combination rates. (BMB and Standard Rate & Data)

Ask Raymer for full story on this 3½ billion dollar market — inland California and western Nevada.

McCLATCHY BROADCASTING COMPANY

SACRAMENTO, CALIFORNIA PAUL H. RAYMER, National Representative

XUM

MT. WASHINGTON TV WINS CH. 8; WEEK'S GRANTS: 2 VHF, 2 UHF

Triangle Broadcasting is granted Ch. 12 at Winston-Salem; Commonwealth takes Norfolk's Ch. 27; Lewiston-Auburn gets Ch. 17 at Lewiston.

TV TRANSMITTER on vhf Ch. 8 atop Mt. Washington, N. H., was authorized when FCC last week granted the facility to Mt. Washington TV Inc., owned by Maine and New Hampshire broadcasters, including U. S. Ambassador to Pakistan Horace Hildreth. The station, with studios at Poland, Me., will serve a radius of 100 miles, it is claimed.

In other actions announced Thursday, FCC granted vhf Ch. 12 at Winston-Salem, N. C., to Triangle Broadcasting Corp. (two-thirds owned by WSJS and one-third by Mary Pickford Rogers); uhf Ch. 27 at Norfolk, Va., to Commonwealth Broadcasting Corp. (WLOW Portsmouth, Va.), and uhf Ch. 17 at Lewiston, Me., to Lewiston-Auburn Broadcasting Corp. (WLAM).

The Mt. Washington, Winston-Salem and Norfolk grants were made as competing applications were withdrawn or amended on the eve of the FCC meeting Wednesday.

The Mt. Washington grant was made after withdrawal of a competitive Ch. 8 application at Lewiston, Me., by Twin City Broadcasting Co. (WLOU Lewiston) and amendment by Lewiston-Auburn Broadcasting Corp. of its Lewiston bid from Ch. 8 to 17, the latter also being authorized a permit.

Reimbursements

Mt. Washington TV reimbursed Lewiston-Auburn Broadcasting for $8,400 expenses, while Twin City Broadcasting was reimbursed $5,800, of which $4,000 is being deducted to cover Twin City's newly acquired 1.5% interest in Mt. Washington TV.

Ownership of Mt. Washington TV includes: President John W. Guider (11.8%), 99% owner of WMOU Berlin, N. H.; Director Horace Hildreth (35%), U. S. Ambassador to Pakistan, ex-governor of Maine, president of Bucknell U., 50% owner of Community Broadcasting Service, which owns WABI-AM-TV Bangor, Me., and is vhf Ch. 13 applicant at Portland, Me.; Tyrone Corp. (35%), whose stockholders control WENS (TV) Pittsburgh and Oliver Broadcasting Corp., licensee of WPOR Portland and vhf Ch. 6 applicant; Kennebec Broadcasting Co. (11.8%), licensee of WTVL Waterville, Me.; Granite State Network (5.9%), Manchester, N. H., subsidiary of Granite State Broadcasting Co., the licensee of WKBR Manchester, WTSV Claremont and WTSL Hanover, N. H.

Additional directors of Mt. Washington TV Inc. include: Carleton D. Brown, president-75% owner of Kennebec Broadcasting (WTVL) and president-25% owner of WRKD Rockland, Me.; William F. Rust Jr., 40% owner of Granite State Broadcasting (WKBR, et al); William H. Rea, Pittsburgh, part-owner of Tyrone Corp., WENS (TV) and treasurer of WPOR; Harold H. Meyer, president-general manager of WPOR; and Portland residents Charles L. Hildreth (brother of Horace), Edward W. Atwood, John M. Kimball and Charles Allen.

The Commission majority, in making the grant, required that "Horace Hildreth and officers, directors and stockholders common to the Tyrone Corp. and Oliver Broadcasting Corp. dispose of (within 30 days) their interests in the applications of Community Broadcasting Corp. for Ch. 13 in Portland and of Oliver Broadcasting Corp. for Ch. 6 in Portland, or have such Portland applications withdrawn."

In his dissent on these conditions, Comr. E. M. Webster said, "I cannot join with the majority . . . since, in my view, the serious overlap question presented by the Community Broadcasting Service, Portland, and Mt. Washington TV Inc., Poland, Me., applications, in the light of this grant, should be considered at the time of the comparative hearing ordered on the Portland, Me., applications of Guy Gannett Broadcasting Services and Community Broadcasting Service."

Should Oliver Broadcasting drop its Portland Ch. 6 application, the competitive bid of WCSH there would be unopposed. Similarly, if Community Broadcasting gave up its Portland Ch. 13 application, the competitive bid of Gannett's WGAN Portland would be free for grant.

Portland earlier this year received a new TV grant for uhf Ch. 53, assigned to Portland Telecasting Corp. for WPMT (TV). The permittee is under common ownership with WLAM Lewiston, the new uhf Ch. 17 grantee.

FCC specified effective radiated power of 105 kw visual and 52.5 kw aural for the Mt. Washington outlet. The antenna will be 3,840 ft. above average terrain.

The grant to WLAM Lewiston calls for ERP of 15.8 kw visual and 8.51 kw aural with antenna 370 ft. above average terrain.

The Winston-Salem grant to Triangle Broadcasting, made possible by withdrawal of a competitive application by WAAA there, specifies ERP of 316 kw visual and 158 kw aural, with antenna 370 ft. above average terrain.

Originally, both WSJS and Mrs. Rogers were competitors for Ch. 12 but the latter took a third interest in the new firm of Triangle to avoid lengthy hearing. Before the merger bid was acted upon, however, another Ch. 12 application was filed, that of WAAA.

The Norfolk Ch. 27 grant to WLOW Portsmouth was made possible by the withdrawal of the competitive application of WSAP Portsmouth. ERP specified is 89.1 kw visual and 51.3 kw aural with antenna 380 ft. above average terrain.

John W. Guider, owner of WMOU-AM-FM Berlin, N. H., and newly elected president of Mt. Washington TV Inc., granted vhf Ch. 8 last week, said the station is aiming for an August or September, 1954, commencement.

Following FCC's action last Thursday, Harold Essex, vice president and general manager of WSJS, said the new vhf Ch. 12 outlet should be on the air by fall. The present FM tower will be used initially for WSJS-TV.

General Electric equipment will be used, Mr. Essex disclosed. It is expected that an NBC affiliation agreement will be negotiated shortly. Headley-Read, which represents WSJS, also will represent the TV outlet. Mr. Essex asserted that a number of additions to the staff of the stations shortly will be announced.

Robert Wasdon, vice president and general manager of WLOW, in commenting on the uhf Ch. 27 grant in Norfolk, said the station would go on the air as soon as possible after delivery of RCA equipment. Antenna site and studio facilities, he said, are available.

With CBS committed to WTAR-TV and NBC putting lots of steam behind WVEC-TV as its upcoming uhf outlet, it's logically presumed that WLOW will affiliate with ABC-TV. Forjoe, which represents WLOW, also will represent the TV outlet, Mr. Wasdon said.

Frank S. Hoy, general manager of WLAM Lewiston, Me., granted uhf Ch. 17, said it was too early to give a definite starting date but that he is shooting for November or December. Equipment will be RCA, he reported, and national representative will be the same as for WPMT (TV) Portland, Me., of which he is president—Everett-McKinney, New York, and Kettell-Carter, Boston.

Buys Competitor's Time

FOR WITHDRAWING its competitive TV application for vhf Ch. 12 at Winston-Salem, WAAA there received an agreement from Triangle Broadcasting Corp., the TV grantee whereby Triangle will purchase $20,000 worth of time on WAAA to promote the new Ch. 12 station. Triangle is owned two-thirds by WSJS Winston-Salem and one-third by Mary Pickford Rogers. Details of the WAAA-Triangle agreement were disclosed in correspondence in the Triangle application at FCC. Triangle will purchase the TV-promotion time at regular WAAA rates, it was indicated.

ANTI-TRUST ACTION FILED AGAINST KXEL

HEAT of fight for vhf Ch. 7 in Waterloo, Iowa has reached such heights that one applicant has filed an anti-trust suit against another for $500,000 damages.

Scheduled to be heard July 17 in U. S. District Court in Waterloo is a request for a preliminary injunction, filed last week by KWWL against KXEL there. KWWL also asked for a temporary injunction against what it terms KXEL-inspired boycott by advertisers, misrepresentations and defamation—all to the end the MBS affiliated station (on 1330 kc with 5 kw day, 1 kw night) charged, that it withdraw its TV application.

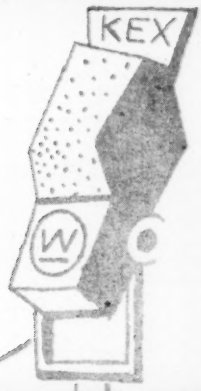
Position of KXEL could not be ascertained at last week's deadline.

KWWL also alleged that KXEL has built TV studios and transmitter buildings and tower before receiving a grant for video station contrary to FCC regulations. This charge was basis of complaint to FCC last year, but the Commission refused to disqualify the KXEL application at that time. The Commission has not yet set the Waterloo applicants for hearing.

WISCONSIN ADOPTS GOV.'s CH. 10 BID

KEEPING alive the fight for vhf Ch. 10 at Milwaukee, Wisconsin Attorney General Vernon W. Thomson advised FCC last week that on Monday the re-constituted State Radio Council met and unanimously resolved to "adopt as its own" the applications submitted earlier in behalf of the state by Gov. Walter J. Kohler Jr. for Ch. 10 at Milwaukee and uhf. Ch. 21 at Madison. Both channels are reserved for noncommercial, educational use.

Meanwhile, Hearst Radio Corp., operator of WISN Milwaukee, is to file this week in the U. S. Court of Appeals for the District of Columbia its protest of the FCC's ruling denying Hearst's plea that the channel be returned to commercial use. FCC also dismissed Hearst application for the facility. Hearst went through hearing for Milwaukee before the TV freeze in 1948. Ch. 10 was reserved for education by the 1952 final reallocation plan.



KEX
GETS RADIO RESULTS!

KAY WEST—Two separate offers bring outstanding results: A 10c booklet offered has out-pulled every other station using it in the Pacific Northwest. Another has developed the lowest cost per inquiry of any Northwest city.

KEX promotion of "Breakfast Club" appearance in Portland resulted in 8,000 letters in one day. KEX plan for awarding tickets to Red Cross blood donors resulted in one of biggest weeks for Portland Blood Bank.

KEX received *TWO* B.A.B. Awards in recent "Radio Gets Results for Retailers." *Schumacher's Market* increased sales tremendously with KEX week-end spots; *Hermanek's,* women's apparel, upped business with radio.

Benjamin Franklin Savings & Loan Assn. With one-third of their advertising investment on KEX, has increased business every year. Now operating three big offices in Portland.

Hollywood Furniture—Exclusive KEX advertiser... doing bigger business than ever with spots and newscasts. Increased trading area with 50 kw. signal a big factor in gaining new customers.

Sherm Washburn, KEX 7 a.m. newscaster, pulled over 2,000 requests for flag booklet in one week. "Uncle Bob", KEX Children's Program star, named Grand Marshal of Portland's Rose Festival Junior Parade.

16 Food Products now getting special promotion in Portland grocery stores on the "KEX Summer Bandwagon". *Safeway Stores* report sales of Best Foods mayonnaise and other KEX Bandwagon products BIG during the campaign.

50,000 watt KEX receives listener mail in substantial quantities from every county on the Pacific Coast. Write for new coverage maps and mail origination maps.

CALL FREE & PETERS NOW—for Complete Details on ACTION-PRODUCING KEX

KEX Oregon's *Only* 50,000 Watt Station

ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS Inc

WBZ • WBZA • KYW • KDKA • WOWO • KEX • WBZ-TV • WPTZ

National Representatives, Free and Peters, except for TV;
for the television stations NBC Spot Sales

ESTES 'DELAY' TV BID DISMISSED

Failing to receive a response to its McFarland letter of June 24, FCC dismisses the Fort Smith application.

CHARGING the vhf Ch. 5 application of Burnett Estes at Fort Smith, Ark., was filed either to delay or hinder a grant to either of two other applicants there, FCC last week dismissed the Estes bid for lack of prosecution. The Commission sent Mr. Estes a McFarland letter June 24, inquiring about facts disclosed through special investigation, and gave him 10 days to reply. None was received, FCC said.

Mr. Estes is in the construction business in Dallas with Gaylord Shaw. It was the latter's application at Pine Bluff, Ark., which FCC dismissed a month ago, in precedent action, on the grounds it had been filed to delay a grant to Arkansas TV Co. for vhf Ch. 7 [B•T, June 22].

Mr. Estes earlier had filed for Ch. 7 at Pine Bluff but withdrew it. FCC found that the subsequently-filed Shaw application copied the engineering portion of the Estes bid.

The Ch. 5 applications pending at Fort Smith are those of George Hernreich, local jeweler, and American Television Co., one-third owned by H. S. Nakdimen, part owner of KWHN Fort Smith.

In its McFarland letter to Mr. Estes, FCC also indicated concern that the applicant's financial representations "may be a sham and an attempt to mislead the Commission." The letter also alleged that representatives of the Pine Bluff Chamber of Commerce stated in effect that Mr. Estes offered to withdraw the Pine Bluff bid for $25,000, which was not paid.

KGBS Call Letters Asked for Former KSOX

"KGBS" will be retained as call letters for the radio operation of Harbenito Broadcasting Co., Harlingen, Tex., it was announced last week by McHenry Tichenor, president and principal owner. Harbenito purchased KSOX Harlingen for $225,000 from Houston's Mayor Roy Hofheinz, pending FCC approval [B•T, June 29], and proposes to turn in the license for the present KGBS.

KSOX, operating on 1530 kc with 50 kw daytime and 10 kw directional night, will be renamed KGBS. Also now before FCC is an application for assignment of the Ch. 4 permit of KGBS-TV from Magic Triangle Televisors Inc., 50% owned by Mr. Tichenor, to Harbenito Broadcasting.

Harbenito Broadcasting proposes to increase its outstanding stock from the present 3,000 shares to a total of 5,000 shares, according to the KSOX transfer application. Mr. Tichenor holds 1,924 shares of the 3,000 shares issued and Genevieve Tichenor holds 750 shares. After the additional 2,000 shares are issued, Mr. Tichenor's interest will be 38.5% and that of Mrs. Tichenor, 12.2%.

Of the 2,000 new shares to be issued, 1,950 shares have been subscribed by James Cullen Looney, owner of KURV Edinburg, Tex., and 40% owner of Magic Triangle Televisors. Mr. Looney would sell KURV. The remaining 50 shares have been subscribed by Troy R. McDaniel, who already holds 310 shares in Harbenito Broadcasting. Mr. McDaniel also would buy 140 shares from Mrs. Tichenor. Price of the stock is $90 per share, the application said. After the stock acquisitions, Mr. Looney would become 39% owner and Mr. McDaniel 10% owner of Harbenito Broadcasting. The Tichenors together would hold 51% interest.

TWO INITIAL TV GRANTS PROPOSED

Withdrawal of competitive applications paves way for proposed uhf actions at Sacramento and Allentown.

INITIAL decisions recommending grants for two more new TV stations following withdrawal of competitive applicants were announced by FCC last week. They pertain to uhf Ch. 40 at Sacramento, Calif., and uhf Ch. 67 at Allentown, Pa.

In the Sacramento case, Hearing Examiner Thomas H. Donohue issued an initial decision proposed to grant the Ch. 40 application of Ashley L. Robison and Frank E. Hurd doing business as Cal Tel Co. The decision was made possible by the withdrawal of a competitive Ch. 40 bid by Maria Helen Alvarez, part owner of KFMB-AM-FM-TV San Diego and KOTV (TV) Tulsa.

Examiner Benito Gaguine issued an initial ruling in the Allentown Ch. 67 case proposing to grant the application of Penn-Allen Broadcasting Co., operator of WFMZ (FM) there. The action was made possible by the withdrawal of the competitive application of Allentown Television Corp., under common ownership with WHOL there. Allentown Television received $12,500 to partially reimburse expenses, the initial decision said.

Meanwhile, two other contested cases moved toward early solution last week as competitive applicants petitioned for dismissal.

WTAG Worcester, Mass., asked for dismissal of its Ch. 20 bid which would leave in the clear the Ch. 20 application of WAAB there. The applications are not in formal hearing status.

WKVM San Juan, Puerto Rico, petitioned to withdraw its vhf Ch. 4 application, now in hearing with the Ch. 4 bid of WAPA there. WKVM proposes to request the allocation of another channel there.

Identical Ownership

FCC last week released a tabulation of "identical TV-AM-FM ownership" covering the 374 construction permits for new TV stations issued by the Commission from July 1, 1952, to June 27 this year. Similar comparison for the 108 pre-freeze TV stations also is given. Of the 374 post-freeze permittees, the tabulation shows:

251 or 67.1% had identical AM or FM ownership in the same community;
13 or 3.5% had identical AM or FM ownership in another community;
37 or 9.9% had majority or minority interest in TV CP and majority or minority interest in AM or FM station in the same or other communities;
73 or 19.5% had no AM or FM interest.

Of the 108 pre-freeze operating commercial TV stations:
90 or 83.3% had AM or FM licenses in the same community (identical ownership);
10 or 9.3% had AM or FM licenses in other communities (identical ownership in different community);
8 or 7.4% had no AM or FM interests.

DR. ROBERT JOHNSON QUITS AS IIA CHIEF

The Temple U. president will resume his academic role, vacating his leading candidacy for top man in the proposed U. S. Information Agency.

WASHINGTON last week lost its most logical candidate for the top job in the proposed U. S. Information Agency when Dr. Robert L. Johnson—on leave from Temple U.'s presidency—quit as the head of the International Information Administration.

Dr. Johnson

President Eisenhower, accepting the resignation, asked Dr. Johnson to stay at IIA until the new agency comes into being. That changeover is slated for Aug. 1 providing neither the Senate nor the House disapproves the Chief Executive's reorganization request.

In another top development in the information field, a White House advisory committee has recommended that factual news and not outright propaganda should be used in U. S. broadcasts abroad.

Other recommendations were:

Spiritual belief of this country, wherein it is shared by other world nations, ought to be stressed in the information programs.

Information guidance from Washington should be confined to global or regional themes.

Substantial cuts in the information service budget should be avoided until new methods and approach have been tested.

Security regulations ought not to hamper the information flow from government to the public except where "need for security is clearly demonstrable." More study at the "highest level" of government was suggested.

The Psychological Strategy Board (set up in 1951) should be abolished. "Except for propaganda, there are no 'psychological warfare' instruments distinct from traditional instruments of policy."

Dr. Johnson had been favored to be the U. S. Information Agency director. The university president took over the helm when IIA floundered in angry waters churned by Sen. Joseph R. McCarthy's repeated attacks [B•T, March 2].

Dissatisfaction Seen

An undercurrent feeling is that the White House reportedly has been unsatisfied with the progress of IIA of which the Eisenhower Administration has expected much in the way of giving a lift to the U. S. psychological approach to the cold war. Dr. Johnson's resignation, it was explained, will open a key vacancy in an agency the Administration plans to make "dynamic."

The resignation was announced less than a week after Dr. Johnson appointed Leonard S. Erikson, vice president and director of McCann-Erickson advertising agency, to head the Voice of America [B•T, July 6].

Mr. Erikson's appointment completed staffing of the top divisional commands of IIA in anticipation of the U. S. Information Agency plan going into effect.

Dr. Johnson said his doctors had given him orders to leave the government service within 30 days. He was reported to have been suffering from hypertension.

DIRKSEN, LONG AID IN RULE 1 (d) SHUTOUT

Sen Edwin C. Johnson's baseball bill is sidetracked by Sens. Everett Dirksen and Russell Long. Their moves may doom the measure this session.

BROADCASTERS opposed to the Senate baseball bill were breathing a bit easier last week after the measure struck a snag during debate.

For proponents, including the bill's sponsor, Sen. Edwin C. Johnson (D-Colo.), president of the Western League (minor clubs), the outlook was for a long, uphill fight.

There was strong indication last week that the bill (S 1396) will be stymied at least until the next session of Congress. It is more certain that the bill will not become law, as such a possibility would involve passage by both House and Senate. The House has not scheduled hearings.

While there has been considerable controversy behind the scenes, on the surface the jockeying has been by legislative or parliamentary maneuver. It was just that type of Congressional play by Sen. Everett L. Dirksen (R-Ill.) last Wednesday that gave the bill its biggest setback in the Senate thus far.

Sen. Dirksen was quoted as flatly opposing the bill—to exempt baseball's rule 1 (d) from anti-trust laws—and said he would use every possible parliamentary device to defeat it.

The Illinois Senator noted that NARTB had sent notices to every U. S. Senator expressing opposition to the bill. Both he and Sen. Russell B. Long (D-La.), who twice during the week stopped the bill from coming to a vote, emphasized that there is no proof that radio and television are responsible for minor league financial difficulties. Also questioned was the bill's intent of exempting baseball from the anti-trust laws. Sen. Long pointed to the motion picture industry as certainly being affected by television as much as baseball is affected by radio and television.

Sen. Dirksen said he had assigned a man to look into the situation further.

He said that the Dept. of Justice informally ruled that rule 1 (d) "could or might constitute a conspiracy in restraint of trade." "We are now asked to take action on a piece of proposed legislation which, if enacted, would nullify the effect of that very informal opinion, and would give the stamp of approval to something which otherwise would constitute a conspiracy against the anti-trust law," he said.

Rule 1 (d) would restrict radio-TV broadcasts of major or minor league games within a 50-mile radius of home team parks. The bill was amended subsequently by Sen. Johnson to permit any station, radio or TV, at any time to broadcast any game, regardless of rule 1 (d), provided that the broadcast was not sponsored.

Senate Group Clears Bill On Gambling Information

SENATE Interstate & Foreign Commerce Committee last week reported out S 2314, which would prohibit the transmission of certain gambling information (on horse or dog racing) by radio or wire. The bill was similar to one approved by the committee in both 1950 and 1951 (in 1951 bill was S 2116). Sen. Edwin C. Johnson (D-Colo.), author of most of the bill, said it was not intended to affect legitimate business services.

Obviously OUTSTANDING . . .

WMBD Festival of Flowers

IDEA PROGRAMMING AT ITS BEST! The WMBD Festival of Flowers, initially presented this year in cooperation with the Peoria Park Board, Peoria Playground and Recreation Board and the Florists Association of Peoria, promises to be one of the most popular annual events in the city.

WMBD live talent shows were presented throughout the broadcasting day of June 17 from Glen Oak Park. The theme was built around the flowers that grow in the parks, and gorgeous floral displays in Peoria's new conservatory. Simultaneously, a full day of games for children was presented by the Playground and Recreation Board. Thousands of Peorians over-flowed the bleacher seating capacity of 5,000.

"IDEA PROGRAMMING" is just one of the many reasons why WMBD dominates the rich Peoriarea market. Experienced advertisers know . . .

TO SELL THE HEART OF ILLINOIS, BUY WMBD!

See Free & Peters

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA
CBS Radio Network
5000 Watts

FCC WANTS TO KNOW IF AND WHEN NTSC WILL FILE COLOR PETITION

As FCC awaits word from NTSC on its intentions about filing a petition supporting the RCA-NBC color request, the advent of color TV becomes a prime topic among set manufactures and film producers. Both groups feel black-and-white TV still has a long life ahead.

FCC made its first move in the color TV proceedings last week. It formally asked the all-industry National Television System Committee if it intended filing a companion petition to that of RCA-NBC for the adoption of a compatible color system [B•T, June 29, et seq.], and if so, when.

Commission's letter, addressed to Dr. W. R. G. Baker, NTSC chairman, referred to the fact that RCA-NBC was asking for the commercialization of the NTSC standards. It is believed the request was made to get NTSC's scheduled filing on the record. Dr. Baker has said NTSC will file its reports and a petition shortly after July 21, deadline for NTSC members to file comments on the results of the field testing of the industry-carved signal specifications.

Commission attitude toward RCA-NBC color TV petition remained unchanged last week. It was best summed up in the words of one staff member as "making haste slowly."

RCA, meanwhile, was preparing for its Wednesday meeting in New York with licensees. It will show and discuss the latest improvements in its tri-color tube. The meeting will disclose new manufacturing techniques and development of an all-glass envelope.

Weaver in Hollywood

NBC Vice Chairman Sylvester L. (Pat) Weaver, leading the network's color activity, was reported in Hollywood last week surveying NBC's Hollywood and Burbank studios with an eye for changeover to color. Mr. Weaver, it was reported, believes FCC will approve the RCA-NBC petition by Oct. 1.

Prediction that compatible color TV will be here in "one year, a year and a half, two years at the most" was made last week by former FCC Chairman Paul A. Walker before the Silver Spring (Md.) Rotary Club.

In his first public appearance since retiring as FCC commissioner, Mr. Walker disclosed that he was now convinced that the 18-month-long color hearings in 1949-50 were "a waste of time" because the Commission's authorization of CBS' field sequential system did not produce color TV. He also said that black-and-white TV could have had a year more behind it if the Commission had not spent that time on color.

Early FCC approval of the proposed color system will have a salutary effect on all phases of the television industry and will spur black-and-white sales, R. C. Tait, president of Stromberg-Carlson Co., declared Thursday.

Speaking to 200 distributors attending the company's convention in Chicago, Mr. Tait said the sooner the new color TV system is approved the sooner the public will learn about the receiver production and pricing problems which "will face the industry for the next two or three years."

Mr. Tait predicted 1953 will be the greatest volume year in Stromberg-Carlson's history, with all divisions, including broadcasting (WHAM-AM-TV Rochester), "enjoying volumes in excess of any previous year."

Sylvania's pilot color TV console was demonstrated at the company's annual national distributors convention in Buffalo Thursday amid reflections on the high cost of color receivers and on the "definite market potentials" for black-and-white TV sets "for some years to come."

This outlook on TV sets was offered by John K. McDonough, general manager of Sylvania's Radio and Television Division, after he had pronounced the quality of color pictures shown on the pilot set as "exceptional." He said FCC approval of compatible color is expected, but added the strong possibility exists that a small screen color set will cost up to three times as much as today's black-and-white picture sets.

He asserted Sylvania "will certainly have color television, when it is ready," but he pointed out there is "nothing in color television that will drive black-and-white sets into obsolescence."

"Black-and-white sets will survive for the same reason that black-and-white movies continue in popularity, in spite of the fact that technicolor motion pictures have been a reality for years," Mr. McDonough added.

Film Makers' Comments

Film makers continued to watch the proposed advent of color TV with a cautious but unworried eye.

Hal Roach Jr., vice president and executive producer of Hal Roach Studios Inc., said his studio can convert to color production on 24 hours' notice, since it previously had been set up for color motion picture production. But, he said, as studios learned with movies, color doesn't add box-office-wise to every film. Believing a lot will depend on the sponsor and what he can afford, Mr. Roach said he believed color will enhance only specific type video films, such as westerns, musicals and epics. The studio is experimenting with color commercials, which he believes will enhance audience identification of product and package. The main problem for the industry, Mr. Roach declared, is when will color be justified on a cost-per-thousand basis for the sponsor. As a producer, he said he may have to film a series in color eventually to protect its residual values, even though the sponsor is paying for black and white.

William F. Broidy, head of his own firm which produces *Wild Bill Hickock*, doesn't think color will be generally practical in viewers' homes for at least another five years, but at the end of that time it might be a national necessity.

Ralph Tuchman, Harris-Tuchman, producers of commercials, said color depends on what film is to be used for. He saw little value in color TV film commercials at present, since the advertiser is interested in circulation. Only the large advertisers can afford to experiment in color, he said.

Isidore Lindenbaum, president of Filmcraft Productions, believes the changeover from black and white to color will be relatively simple for the video film industry. There are many color-experienced artists and technicians in Hollywood, and firms such as his have been experimenting with color for years, he explained. He feels the biggest change will come to sponsors and advertising agencies, since costs of color filming run approximately 25% to 30% more than for black and white, he said.

Gordon's WSAI Purchase Approved by Commission

SALE of WSAI-AM-FM Cincinnati, by Storer Broadcasting Co.'s subsidiary, Buckeye Broadcasting Co., to Gordon Broadcasting Co. for $203,000 was approved last week by the FCC.

The sale of WSAI complies with the condition of the FCC's grant for purchase of WBRC-AM-TV Birmingham, Ala., by Storer so it would not have more than seven AM stations. While this maximum is not an FCC regulation, the Commission has followed a policy restricting common ownership of more than seven AM stations.

This sale follows closely on the heels of Storer Broadcasting Co.'s purchase of KABC San Antonio and sale of WMMN Fairmont, W. Va. [B•T, June 29].

Principals in Gordon Broadcasting Co. are President Sherwood R. Gordon (70%) and his wife, Edna W. Gordon (30%). Firm is applicant for uhf Ch. 74 at Cincinnati. Mr. Gordon is assistant to president of Wilbur Sales Corp., New York graphic arts firm. Mr. & Mrs. Gordon are principals in TV Corp. of Greater Miami, applicant for uhf Ch. 33 at Miami, Fla.

Capital Dinner Fetes Retiring Comr. Walker

MEMBERS of Congress, fellow Commissioners and leaders in commercial broadcasting and educational television paid tribute to retiring FCC Comr. Paul A. Walker last Tuesday at a dinner at Washington's Hotel Statler. Hosts for the occasion were the Joint Committee on Educational Television and the National Citizens Committee for Educational Television, both supported with Ford Foundation Funds.

Comr. Walker retired from the FCC effective June 30. He was the last of the "charter" members appointed to take office July 11, 1934, when FCC superseded the old Federal Radio Commission. A Democrat, he was FCC chairman prior to President Eisenhower's appointment of Chairman Rosel H. Hyde.

Mr. Walker, although born in Pennsylvania, became a legal resident of Oklahoma at an early age. He was incorrectly identified as a native of Oklahoma earlier [B•T, June 29].

Kessler Leaves FCC

SYLVIA D. KESSLER, chief of FCC's Office of Opinions & Review, which does the legal paperwork for the formal hearing case actions taken by the Commission in the broadcast and other fields, has resigned effective July 3. Although future plans were not announced, it is expected that Miss Kessler will enter private law practice, presumably in the radio-TV field.

Miss Kessler

A native of the District of Columbia, Miss Kessler engaged in the private practice of law there, prior to joining FCC in 1943 as special legal assistant to the late Comr. Ray C. Wakefield.

ANNOUNCES THE APPOINTMENT OF

JOHN BLAIR
AND COMPANY

as National Representatives effective July 15, 1953

IN ANNOUNCING the addition of WTCN Minneapolis-St. Paul to its list of important stations, John Blair & Company underscores "Personality Programming" as the key-word to the sales success of this station.

WTCN's policy of block programming of highest-rated local shows from noon to 6 p.m. has made a fact of WTCN's slogan: "Town Crier of the Northwest". WTCN now has more familiar and established personalities under one roof than any other station in this market: men whose salesmanship matches their talent . . . men who build one result story after another on their own shows at selected time periods.

John Ford, tremendously popular newscaster who has held two of his sponsors for eleven years, sets the pace at noon. Then, for the next five hours, advertisers are assured of steadily increasing impact with Sev Widman, voted "Top Northwest Disc Jockey" . . . audience favorite Daryl Laub . . . Jack Thayer, rated among America's first ten disc jockeys . . . music-man Jim Boysen who pulled over 5,000 mail entries in two weeks in a recent contest.

And these are just a few of the WTCN personalities who sell within a 65-mile radius of the Twin Cities, where over 70% of all retail advertising dollars in the state are spent.

For positive results in this market, call your John Blair man *today!*

WTCN
American Broadcasting Company Affiliate
5,000 Watts Day 1,000 Watts Night 1280 KC

JOHN BLAIR
& COMPANY

REPRESENTING LEADING RADIO STATIONS

NEW YORK • BOSTON • CHICAGO
ST. LOUIS • DETROIT • DALLAS
SAN FRANCISCO • LOS ANGELES

48 MORE PERMITTEES PLAN TV STARTS BY MID-AUGUST

Total operating TV stations edge close to the 200 mark as permittees push construction at record-breaking pace.

TELEVISION timebuyers should have nearly 25% more stations to choose from within the next 30 days.

At the end of last week, there were 194 stations telecasting on a commercial basis and two more were to have gone on the air with regular programming yesterday (Sunday).

By mid-August, 48 more stations expect to begin operating.

At the present time, there are 88 commercial stations and one noncommercial on the air which have received construction permits since the thawing of FCC's four-year freeze in the spring of 1952. There are 46 commercial vhf outlets on the air (plus the noncommercial vhf) and 42 commercial uhf post-thaw stations operating.

These stations, added to the 108 pre-freeze vhf stations, raises the totals to 196 commercial, and one noncommercial outlets.

Starting this week, B•T will run a complete list of all the TV stations granted since the first TV post-thaw grants on July 11, 1952.

B•T's Coverage

All the grantees *not* on the air, their channel numbers, estimated starting dates, networks and representatives, will be listed in NEW GRANTEES' COMMENCEMENT TARGET DATES, page 132.

Those stations now on the air, and the number of TV sets in their claimed coverage area, are listed in TELESTATUS, page 49.

In addition, B•T will carry every week a separate list, at the end of this story, including all those grantees planning to go on the air within the next 30 days.

• These new stations now are broadcasting on a commercial basis: KAFY-TV Bakersfield, Calif., uhf Ch. 29, began July 5; KIDO-TV Boise, Idaho, vhf Ch. 7, was to have begun yesterday (Sunday); KTXL-TV San Angelo, Tex., vhf Ch. 8, began July 7, and WNAO-TV Raleigh, N. C., uhf Ch. 28, was to have started yesterday (Sunday).

KCMC-TV Texarkana, Tex., vhf Ch. 6, was supposed to have begun July 1 [B•T, July 6, June 29]. Now it is aiming for Aug. 16.

WTVI (TV) Belleville (Ill.)-St. Louis (Mo.), uhf Ch. 54, has been delayed from July 1 to July 17 [B•T, July 6, June 29].

WROM-TV Rome (Ga). - Chattanooga (Tenn.), vhf Ch. 3, has a test pattern on the air and hopes to begin programming any day. It had set a June 15 date [B•T, June 15, 22].

One station did beat its target date by several days, KAFY-TV Bakersfield, which started ten days before its planned July 15 target.

• WKOW-TV Madison, Wis., last Wednesday began regular commercial operation on uhf Ch. 27. Michael Henry, general manager, said reception reports of the test pattern indicate coverage 40 to 50 miles in every direction.

• Charles Stone, general manager, WNAO-TV Raleigh, reported last Wednesday that the uhf station had gone on the air with a test pattern and was slated to begin regular commercial operation last night (Sunday). The station, a basic CBS-TV affiliate, will "start out in the black," Mr. Stone asserted.

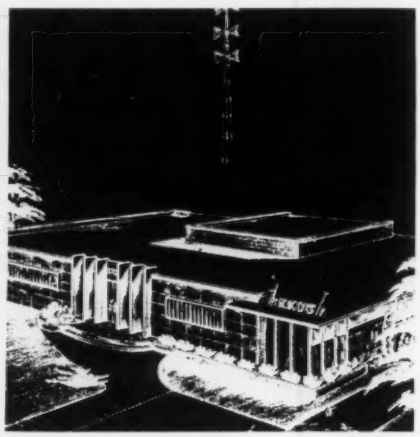
• Ben K. McKinnon, general manager of WGVL (TV) Greenville, S. C., reiterated that the target date for commercial programming has been Aug. 1, with test pattern date set for July 15. "We think that we may hold a record as being the only television station to set only one target date, and we are confident that we will make this date on schedule," he said. The station's studios are completed and all the major equipment is on hand, he added.

WGVL has signed with ABC-TV and DuMont and expects to carry NBC-TV shows.

• W. L. Shellabarger, president of WTVP (TV) Decatur, Ill., uhf Ch. 17, reported that RCA had been delayed in the shipment of the station's antenna. He said it is still hoped that a test pattern can be aired tomorrow (Tuesday) so that commercial programming could start Thursday.

• S. Bernard Berk, president of WAKR-TV Akron, uhf Ch. 49, said programming will begin next Sunday (July 19).

• KRDO-TV Colorado Springs, Colo., also plans to get on the air with programming Sept. 1, and expects to put on test patterns about the middle of August. The NBC-TV affiliate has appointed Herbert Schubarth chief engineer and George Jeffrey art director, reported Gidi Brookshire of the station's promotion department.



ARCHITECT'S SKETCH shows new KRDO-AM-TV building, Colorado Springs, now under construction, which is due for completion next month. The $120,000 building will contain modern TV studios for KRDO-TV, which has a Sept. 1 target date for commercial broadcasting.

* * *

• Carl E. Haymond, president of KMO-TV Tacoma, vhf Ch. 13, said commercial programming is due to begin Aug. 2. Test pattern will be on the air the week of July 20, he indicated. KMO-TV is the first western station to use an RCA 12-bay antenna; it will be atop a 460 foot tower, Mr. Haymond said. He added that an RCA 10 kw transmitter was shipped from Camden July 3. ERP will be 95.5 kw visual.

• KFEQ-TV St. Joseph, Mo., assigned vhf Ch. 2, has received all its equipment, including an RCA 10 kw transmitter, and expects to be operating with 52 kw ERP by Aug. 15, according to a station spokesman. Station is a CBS-TV affiliate.

• Frank S. Hoy, President of WPMT (TV) Portland, Me., uhf Ch. 53, expects the outlet will begin programming Aug. 30. Most of the equipment is on hand, he added, and the RCA transmitter was being shipped last week.

• The promotion director of WMIN-TV St. Paul, T. W. Letcher, said the vhf Ch. 11 share-time station definitely is counting on a Sept. 1 start. Progress on the studios, located in the Hamm Bldg., is ahead of schedule, he asserted.

• Another Sept. 1 starter is WICS (TV) Springfield, Ill., uhf Ch. 20 station. Adam Young will be national representative.

• Frederick L. Allman, president of WSVA-TV Harrisonburg, Va., says the vhf Ch. 3 station, too, plans to be operating by Sept. 1.

Mr. Allman said the equipment is GE, and that the 5 kw transmitter has been promised before July 31. Tests are to begin in mid-August. Representative is Devney & Co.

• Sales manager of WIFE (TV) Dayton, Ohio, Louis G. Froelich, says the uhf Ch. 22 outlet contemplates a Sept. 15 start. National representative will be Headley-Reed Television.

KFSD-TV Sets September

• John C. Merino, manager of KFSD-TV San Diego, assigned vhf Ch. 10, said an early September start is planned. The station will be a primary affiliate of NBC-TV, he asserted, and RCA equipment will be used.

• The new uhf station for San Francisco and Oakland, KBAY (TV), has set November of this year as its target date. Lawrence A. Harvey, licensee, said the transmitter site is atop Mt. Sutro, where KGO-TV and KPIX (TV) San Francisco are located.

• Keith Kiggins, partner in Kiggins & Rollins, granted vhf Ch. 2 in Fairbanks, Alaska, said the company's laboratory in San Diego was building the composite transmitter. A tentative Dec. 1 starting date has been set.

• William C. Grove, manager of KFBC-TV Cheyenne, Wyo., said the vhf Ch. 5 outlet expects to begin regular programming Dec. 25. The station, a CBS-TV affiliate, will operate with 100 kw ERP.

• RCA Victor, Camden, N. J., announces three more transmitters shipped last week.

A five-ton 25 kw low-band vhf transmitter was sent to KCMO-TV Kansas City, Mo. By using an RCA supergain antenna, the ERP will be 100 kw—maximum allowed—according to RCA. KCMO-TV is assigned vhf Ch. 5. It plans to begin programming Sept. 25. Representative is The Katz Agency.

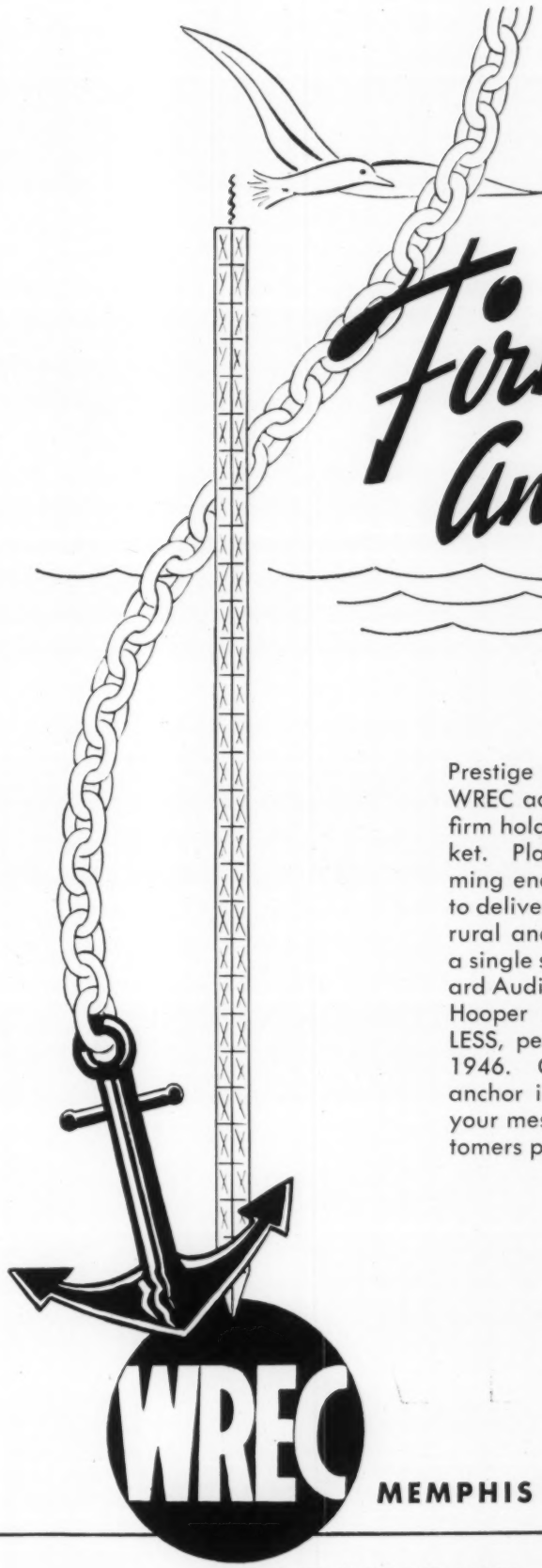
WEHT (TV) Henderson, Ky., and WCHA-TV Chambersburg, Pa., have both been shipped 1 kw uhf transmitters. WEHT is assigned Ch. 50 and plans an Oct. 1 start. Meeker is representative. WCHA-TV, assigned uhf Ch. 46, plans a late summer start. Its representative is Forjoe.

• Frederic F. Clair, manager of WACH (TV) Newport News, Va., said the "beacon signal" on uhf Ch. 33 went on the air July 6. The signal is to help set servicemen align uhf TV receivers to the new uhf channel while the station is under construction.

• When KBTV (TV) Denver, vhf Ch. 9 outlet (it's been on the air since last October), opened

$75,000 Says 'NO'

IS RADIO dead? WLIB New York voices a vociferous "no" and backs it up with its dollars—75,000 of them—for a daytime station. It's putting the money in a new transmitter building near New York's East River, within 10 blocks of the absolute dead-center of the nation's largest city. According to Harry Novik, general manager, this is the only new commercial broadcast transmitter to be installed in town in a score of years. And, he observes, New York reputedly is the most radio-station-populated area in the world.



Firmly Anchored!

Prestige and listener-preference give WREC advertisers an anchor to get a firm hold on this great $2 billion market. Planned, high quality programming enables Memphis No. 1 Station to deliver the "better half" of both the rural and metropolitan listeners with a single schedule (see the latest Standard Audit & Measurement Reports and Hooper Ratings). The cost ?? 10% LESS, per thousand listeners, than in 1946. Give your sales program an anchor in the Mid-South by keeping your message on the station your customers prefer—WREC.

WREC

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS RADIO, 600 KC, 5000 WATTS

It's A Bright Daytime Picture!

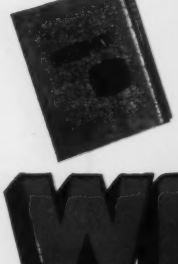
WOODland! TV

It's a sunny picture for WOOD-TV in the prosperous Grand Rapids, Muskegon, Kalamazoo and Battle Creek market. Pulse proves that WOOD-TV has a *terrific* share of the listeners from sign-on to 6 p.m. If you want selling power in the great Western Michigan market, consider WOOD-TV in the light of these statistics:

PULSE STUDY*
GRAND RAPIDS, MUSKEGON, KALAMAZOO, BATTLE CREEK AREA
Share of Audience, Average ¼ Hour Homes Using TV

	10 AM — 12 N	12 N — 6 PM
	MONDAY — FRIDAY	
WOOD-TV	90%	60%
STATION B	10	38
STATION C	—	2
	SATURDAY	
WOOD-TV	85	63
STATION B	15	34
STATION C	—	3
	SUNDAY	
WOOD-TV	—	63
STATION B	—	35
STATION C	—	2

*February, 1952



Pick a bright spot in Western Michigan advertising from this folder of complete details on all live shows currently available on WOOD-TV . . . the area's *only* station with live facilities and locally produced shows. Write, wire, call or send a pigeon; WOOD-TV direct or nearest Katz office.

WOOD-TV

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — Basic; CBS, ABC, DuMONT — Supplementary

National Representatives: Katz Agency

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

its new $500,000 television studios, George Jessel was to have been on hand as ABC-TV's "goodwill ambassador." The new TV center, located at 1089 Bannock St., was to have had its official opening July 11.

KBTV says its huge new Studio 1 features an electrically operated display turntable for showing heavy appliances and cars, a rear projection screen and dressing rooms for show casts.

• According to the National Citizens Committee for Educational Television, Washington, D. C., three west coast TV stations are ready to begin operation in early autumn. Only one has received an FCC construction permit, however, the NCCET points out.

The station with a CP is KUSC (TV) Los Angeles, uhf Ch. 46. NCCET says San Francisco and Seattle are ready to begin building educational TV stations and can get on the air 60 days after FCC grants.

• The following stations contemplate the start of commercial operation within 30 days:

ARKANSAS

KFSA-TV Fort Smith, uhf Ch. 22 (ABC-TV and DuMont), represented by John E. Pearson TV Inc., July 19.

CALIFORNIA

KAFY-TV Bakersfield, uhf Ch. 29 (all four TV networks), represented by Forjoe TV Inc., July 15.

KHSL-TV Chico, vhf Ch. 12 (CBS-TV), represented by W. S. Grant Co. Inc., Aug. 1.

KUSC (TV) Los Angeles, uhf Ch. *46, noncommercial educational, July-August.

KEYT (TV) Santa Barbara, vhf Ch. 3 (all four TV networks), represented by George P. Hollingbery Co., July 25.

CONNECTICUT

WELI-TV New Haven, uhf Ch. 59, represented by H-R TV Inc., July-August.

WATR-TV Waterbury, uhf Ch. 53 (ABC-TV and DuMont), represented by the William G. Rambeau Co., Aug. 1.

FLORIDA

WPFA (TV) Pensacola, uhf Ch. 15, represented by Adam Young TV Inc., Aug. 15.

IDAHO

KIDO-TV Boise, vhf Ch. 7 (CBS-TV, DuMont and NBC), represented by Blair TV, yesterday (Sunday).

ILLINOIS

WTVP (TV) Decatur, uhf Ch. 17 (ABC-TV and DuMont), represented by George W. Clark Inc., July 16-22.

IOWA

KQTV (TV) Fort Dodge, uhf Ch. 21, represented by John E. Pearson TV Inc., Aug. 1.

KANSAS

KOAM-TV Pittsburg, vhf Ch. 7, Aug. 1.

KEDD (TV) Wichita, uhf Ch. 16 (ABC-TV and NBC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 1.

LOUISIANA

KTAG (TV) Lake Charles, uhf Ch. 25, represented by Adam Young TV Inc., Aug. 15.

KFAZ-TV Monroe, uhf Ch. 43, represented by Headley-Reed TV Inc., Aug. 15.

MINNESOTA

KMMT (TV) Austin, vhf Ch. 6, represented by John E. Pearson TV Inc., Aug. 1.

MISSOURI

KMBC-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Free & Peters Inc., Aug. 15.

WHB-TV Kansas City, vhf Ch. 9 (CBS-TV), represented by Blair TV, Aug. 15.

KFEQ-TV St. Joseph, vhf Ch. 2, CBS-TV and DuMont, represented by Headley-Reed TV Inc., Aug. 15.

MONTANA

KXLF-TV Butte, vhf Ch. 6, Aug. 1.

NEVADA

KLAS-TV Las Vegas, vhf Ch. 8 (ABC-TV

and CBS-TV), represented by Weed TV, July 20.

NEW YORK

WBUF-TV Buffalo, uhf Ch. 17 (ABC-TV and DuMont), represented by H-R Television Inc., Aug. 15.

NORTH CAROLINA

WISE-TV Asheville, uhf Ch. 62, represented by The Bolling Co., July 16.

WHKP-TV Hendersonville, uhf Ch. 27, July-August.

WNAO-TV Raleigh, uhf Ch. 28 (ABC-TV, CBS-TV and DuMont), represented by Avery-Knodel Inc., July 15.

OHIO

WAKR-TV Akron, uhf Ch. 49 (ABC-TV), represented by Weed TV, July 19.

WICA-TV Ashtabula, uhf Ch. 15, represented by Gill-Perna Inc., July 15.

WUTV (TV) Youngstown, uhf Ch. 21, July 21.

OREGON

KBES-TV Medford, vhf Ch. 5 (all four TV networks), represented by Blair TV, Aug. 1.

PENNSYLVANIA

WGLV (TV) Easton, uhf Ch. 57 (ABC-TV and DuMont), represented by Headley-Reed TV Inc., July 15.

WTPA (TV) Harrisburg, uhf Ch. 71, represented by Headley-Reed TV Inc., July 15.

WENS (TV) Pittsburgh, uhf Ch. 16 (ABC-TV), represented by Edward Petry & Co. (TV Div.), Aug. 1.

WKJF-TV Pittsburgh, uhf Ch. 53, represented by Weed TV, Aug. 1.

WQTV (TV) Pittsburgh, uhf Ch. 47, represented by Headley-Reed TV Inc., August.

WTVU (TV) Scranton, uhf Ch. 73, represented by The Bolling Co., Aug. 1.

WILK-TV Wilkes-Barre, uhf Ch. 34 (ABC-TV and DuMont), represented by Avery-Knodel Inc., Aug. 1.

WNOW-TV York, uhf Ch. 49 (DuMont), represented by George P. Hollingbery Co., July-August.

SOUTH CAROLINA

WGVL (TV) Greenville, uhf Ch. 23 (ABC-TV, DuMont and NBC-TV), represented by H-R TV Inc., Aug. 1.

TENNESSEE

WJHL-TV Johnson City, vhf Ch. 11, represented by John E. Pearson TV Inc., Aug. 1.

TEXAS

KRBC-TV Abilene, vhf Ch. 9, represented by John E. Pearson TV Inc., Aug. 1.

KTVE (TV) Longview, uhf Ch. 32, represented by Forjoe TV Inc., Aug. 1.

KCMC-TV Texarkana, vhf Ch. 6 (ABC-TV), represented by O. L. Taylor Co., Aug. 16.

VIRGINIA

WVEC-TV Hampton, uhf Ch. 15 (NBC-TV), represented by the William Rambeau Co., Aug. 15.

WASHINGTON

KMO-TV Tacoma, vhf Ch. 13, represented by The Branham Co., Aug. 2.

KIMA-TV Yakima, uhf Ch. 29 (CBS-TV), represented by Weed TV, July 19.

KIT-TV Yakima, uhf Ch. 23, August.

WEST VIRGINIA

WKNA-TV Charleston, uhf Ch. 49, represented by Weed TV, July.

WISCONSIN

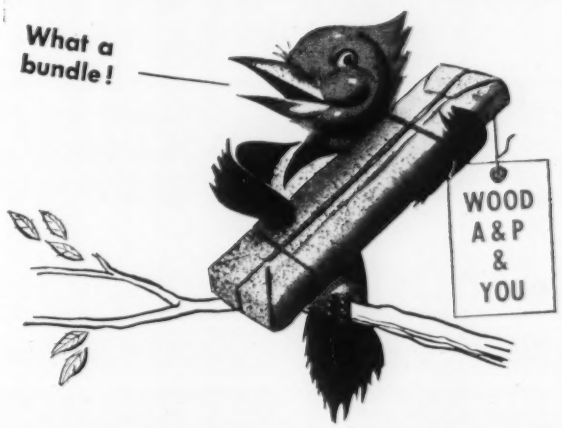
WMTV (TV) Madison, uhf Ch. 33 (ABC-TV, DuMont and NBC-TV), represented by The Bolling Co., July 15.

WCAN-TV Milwaukee, uhf Ch. 25, represented by O. L. Taylor Co., July 15.

Baltimore Tower Case

CHARGE of conspiracy "to corruptly extort" $15,000 from WBAL-TV Baltimore to expedite passage of an ordinance to permit tower construction in a residential area was made Thursday by a grand jury against Maurice J. Soypher, Maryland legislator and attorney [B•T, July 6]. The grand jury returned a special presentment after a two-week investigation by Acting Mayor Arthur B. Price, of Baltimore in connection with an alleged shakedown attempt.

Presenting the WOOD BUNDLE!



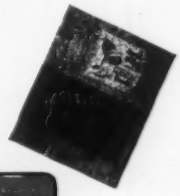
WOODland! AM

IF YOU SELL THROUGH A&P IN WESTERN MICHIGAN . . . the *WOOD BUNDLE* is for you! It's your big chance to tie your radio advertising directly to exclusive point-of-sale displays *in 29 A&P stores.* Here's how it works:

1. You buy 13 consecutive weeks of spots or programs (time costs not less than $100.00 per week) on WOOD, the oldest and most powerful station in the dominant Western Michigan market.
2. During the 13 week period your product gets one full week of exclusive "end" or "dump" display in each of 29 A&P stores, with highest volume of any other food store chain in the Grand Rapids market. No competing product will be given prominence during the featured week.

THAT'S THE WOOD BUNDLE . . . a hard-hitting promotion plan that has proved highly successful... a merchandising technique to introduce faster selling. Like to tie up a neat package? This is for you!

SEND TODAY for WOOD BUNDLE folder stating guarantees and full details. Better yet, wire or call . . . WOOD direct or nearest Katz office.



WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

NBC — 5,000 Watts

Associated with

WFBM-AM and WFBM-TV — Indianapolis, Ind., WFDF — Flint, Mich.

WEOA — Evansville, Ind.

National Representatives: Katz Agency

WOR-TV's 'Double Exposure' Plan Gets Underway Saturday

LAUNCHING of WOR-TV New York's "Double Exposure" concept of programming on next Saturday with a series of juvenile programs in the early evening and of mystery-adventure shows later in the evening was announced last week by James M. Gaines, vice president in charge of General Teleradio's WOR-AM-TV division.

As disclosed two months ago [B•T, May 18], under "Double Exposure" sponsors of "outstandingly successful" filmed programs on other New York stations are invited to repeat them within certain program periods on WOR-TV on a no-time-charge basis for an experimental period of 26 weeks. WOR-TV's only stipulation is that running time of the programs be cut to give the station an extra minute for adjacent spots, from the sale of which it expects to derive revenue. The sponsor's commercials remain in the program.

The juvenile block, which will be presented from 5 to 7 p.m. on Saturdays, will include *Sky King* and three other children's shows for which negotiations were being conducted last week, officials said. *Sky King* is sponsored by Derby Foods Inc. on ABC-TV on alternate Saturdays, 11:30-12 noon EDT.

The "Double Exposure" mystery block will extend at the outset from 9 to 10:30 p.m. on Saturdays, although the plan envisioned a two-hour period of "Double Exposure" programming. Included are *Man Against Crime*, which will be shown from 9:30 to 10 p.m., *Inspector Mark Saber*, 10-10:30 p.m., and *Dangerous Assignment*, 9-9:30 p.m.

R. J. Reynolds Tobacco Co. sponsors *Man Against Crime* on CBS-TV on Wednesdays 9:30-10 p.m. EDT. *Inspector Mark Saber* has been carried on ABC-TV under the sponsorship of Sterling Drug. *Dangerous Assignment* is not a "Double Exposure" offering but was acquired by WOR-TV from the NBC Film Division, which syndicates it, in order to round out the mystery block and get the "Double Exposure" plan started. It ended a run on NBC-TV last spring.

KECA-TV UPS KING AS HOFFMAN QUITS

FRANK G. KING, general sales manager of KECA-TV Los Angeles, ABC-TV o & o station, became general manager today (Monday), succeeding Phil Hoffman, resigned.

At the same time, Earl Hudson, ABC Western Division vice president, revealed that Elton H. Rule, national spot sales manager for the station, has taken over Mr. King's former general sales manager duties.

Mr. Hoffman

Mr. King

Mr. Hoffman resigned to become stockholder-manager of a new unidentified TV station presently under construction.

HUBBELL HEADS EASTON RADIO-TV

RICHARD W. HUBBELL, television development officer of the U. S. State Dept.'s Voice of America, has been named assistant to the president in charge of television and radio properties owned by Easton Publishing Co., Easton, Pa., J. L. Stackhouse, president, said last week.

Mr. Hubbell

The firm, publisher of the *Easton Express*, is licensee of WEEX (FM) Easton, has under construction uhf WGLV (TV) that city, expected to go on the air Wednesday, and holds a construction permit for a new AM station in Easton on 1230 kc unlimited time, application for which was approved July 2 by FCC, climaxing a seven-year struggle for the Easton station [AT DEADLINE, July 6].

In heading the publishing firm's broadcasting interests, Mr. Hubbell will direct completion and operation of WGLV (TV), which Mr. Stackhouse describes as "the first super-high-power uhf station built by the Allen B. DuMont Labs., using the newest type of Klystron tube, rated at 5 kw power." Mr. Hubbell began his new duties June 25 and divides his time between Easton and New York. He will continue serving VOA in an advisory capacity on "a very limited basis," Mr. Stackhouse said.

Time Inc., Larson Assume KDYL Control

FORMAL transfer of KDYL-AM-FM-TV Salt Lake City from Sydney S. Fox and associates to Time Inc. for $2.1 million has been completed, it was announced last week by Mr. Fox and Roy E. Larsen, Time Inc. president. The sale was approved by FCC a fortnight ago. [B•T, June 29].

Under the transfer, effected June 30 at Salt Lake City, all the stock of the KDYL stations' licensee, Intermountain Broadcasting & Television Corp., is taken over from Mr. Fox and associates by TLF Broadcasting Corp: TLF is owned 80% by Time Inc. and 20% by G. Bennett Larson, newly elected president and general manager of the stations. Mr. Larson, who began his radio career 25 years ago at KDYL, most recently was vice president and general manager of WPIX (TV) New York. He acquires the 20% holding for $50,000.

FCC also approved assignment of license from Intermountain to TLF concurrent with the transfer grant. Time Inc. is 50% owner of KOB-AM-TV, Albuquerque, N. M. The other half interest is held by former FCC Chairman Wayne Coy.

Holm, KSO Treasurer, Dies

HERBERT F. HOLM, 65, treasurer of KSO Des Moines, died July 4 following a heart attack that day. Prior to joining KSO in 1944, Mr. Holm was associated with the *Minneapolis Tribune* and WTCN there. Burial was in Minneapolis. His wife survives.

Zenith Loses Court Appeal

ATTEMPT by Zenith Radio Corp. to have the U. S. Court of Appeals in Washington revoke FCC's action in authorizing WBBM-TV Chicago to move from Ch. 4 to Ch. 2 on a temporary basis was unsuccessful. The three-judge court ruled July 3 that FCC's grant of special temporary authority was proper in light of its stay order to permanent channel switch while considering merits of Zenith's appeal from Commission's action dismissing its application for Ch. 2 in Chicago [B•T, May 25 et seq.].

WBBM-TV ON CH. 2; WTMJ-TV MOVE SET

WBBM-TV Chicago, which shifted from Ch. 4 to Ch. 2 July 5 under FCC temporary authorization, made the change with a minimum of complaints from viewers, according to reports compiled by the station late last week.

The STA issued by the Commission was conditioned on the outcome of Zenith Radio Corp.'s protest challenging FCC's final allocation order and its denial of the Zenith bid for a new commercial TV station on Ch. 2, on which the latter has been operating experimentally. WTMJ-TV Milwaukee was scheduled to move from Ch. 3 to Ch. 4 over the past weekend [B•T, June 29].

Clawson Heads KDYL Sales

DOUGLAS R. CLAWSON, assistant manager of Zion's Securities Corp., Salt Lake City, and former R. H. Macy Co. executive, has been appointed sales director for KDYL-AM-FM-TV that city, G. Bennett Larson, president-general manager of the stations, said last week. Mr. Clawson, a native of Salt Lake City, formerly managed the corporate buying offices of R. H. Macy Co., New York, from the period after World War II until 1949.

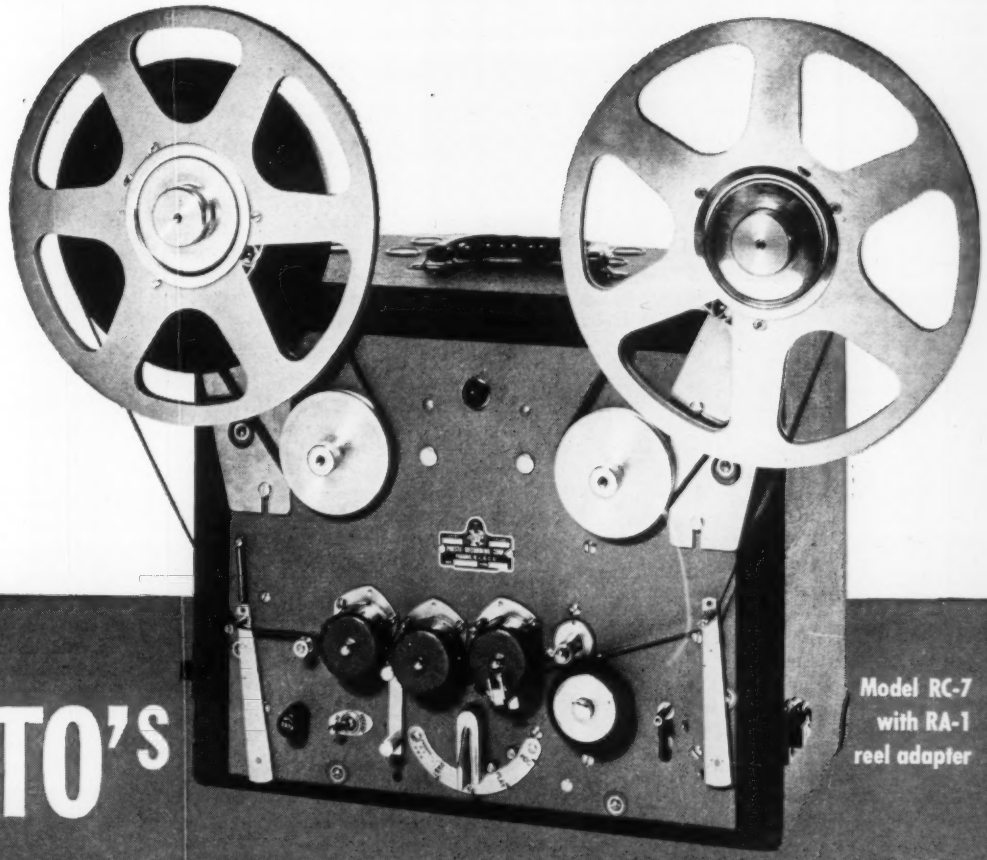
Mr. Clawson

WBAL Names Christal

WBAL Baltimore has named Henry I. Christal Co. to be its national representative, effective Aug. 1, it was announced today (Monday) by D. L. (Tony) Provost, vice president-general manager of the Hearst Corp.'s radio-TV division. Edward Petry Co. will remain representative for WBAL-TV.

'Big Top' Site Burns

CAMDEN (N. J.) Convention Hall, origination point for the WCAU-TV Philadelphia-originated CBS-TV network program, *Big Top*, was wrecked July 4 by a general alarm fire, a WCAU-TV spokesman said. He said *Big Top* will originate in WCAU-TV studios until a new location is found.



Model RC-7 with RA-1 reel adapter

PRESTO'S "LONG PLAYING" PORTABLE TAPE RECORDER

The PRESTO RC-7 has already been acclaimed "the finest tape recorder of its size available." Although portable in size, the RC-7 embodies features and heavy duty construction found only in larger, more expensive, studio-type machines.

Now, with the new RA-1 reel adapter, this precision recording instrument becomes an indispensable piece of equipment for every station and recording studio. With this adapter, the RC-7 accommodates reels up to 10½" diameter, providing continuous long-period recording or playback.

If you are contemplating a portable tape recorder, don't buy any—until you see the PRESTO RC-7 with 10½" reel adapter (RA-1). Without a doubt, it's the *best buy in professional tape equipment!*

Present PRESTO RC-7 owners may convert their machines with this adapter for just $39.00. Write today for details!

Compare the RC-7 with any studio-type recorder

- Instantaneous speed accuracy
- Dynamic range better than 50 db. at 3% distortion
- Three-motor drive
- No friction clutch or friction brakes
- Heavy duty construction throughout
- Separate erase-recording-playback heads
- Twin speed: 7½"/sec or 15"/sec.
- Frequency response to 15,000 cps.
- Reel size: to 10½" (with RA-1 adapter)

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

AFFILIATES QUESTION MBS FEELERS ON PROGRAM, SALES, PAYMENT PLANS

Although only a few affiliates had received Mutual's new exploratory proposals by last week, some stations were protesting revolutionary project. These objections were primarily against cutting stations' compensation.

OPPOSITION of major stations was heard last week as Mutual officials began acquainting affiliated stations with their current thinking on new program, sales, and compensation policies [B•T, July 6].

Not many stations had been apprised officially, and indeed MBS authorities said the process of accumulating affiliates' ideas on program needs, formulating plans and reducing the thinking into written proposals may take two or three weeks.

Sources who discussed the project with network officials said the whole proposition was exploratory and would be abandoned if not accepted by most affiliates in time to become effective Oct. 1. "Deadline" for stations approval was said to have been placed at Aug. 15, with "absolute deadline" Sept. 1.

These sources, emphasizing the plan was suggested by the Mutual Affiliates Advisory Committee to "build a stronger network," said the proposals included the following:

- Affiliates would work on a "nonpayment" basis in carrying network commercial shows in network "fixed" or option time.
- To offset stations' losses in network compensation, programming for local co-op sale would be substantially expanded and its quality improved.
- The amount of network option time, or network "fixed" time, would be reduced to five hours a day on weekdays, four hours on Saturdays, and six hours on Sundays.
- If Mutual sold network programs outside network "fixed" time, affiliates would be paid 85% of their compensation rate.
- Receipts from chainbreaks sold in network "fixed" time would be divided equally between network and station.

Mutual authorities, who insist their planning has not passed the tentative stage and still embraces several alternatives—so that they hold the time is not ripe for public discussion—put the emphasis on their determination to improve MBS programming, both that offered for sale by the network, and that made available to the 565 Mutual affiliates for local sale. Any reductions in the network's compensation to stations—and MBS officials have denied compensation is to be eliminated—would be used in large part to "upgrade" programs substantially, they indicate.

Although it appeared late last week the planning had not been sufficiently circulated to the affiliates to permit any meaningful appraisal of reaction, several protests were heard—some of them loud.

They were directed primarily against cutting stations' compensation. Reduction of the amount of time the network can option, they feel, will mean little or nothing in actual practice, since Mutual has not utilized its quota in the past.

HANDSHAKE and a signature seal the agreement as KLZ-TV Denver joins CBS Television. Hugh B. Terry (l), station general manager, and Herbert V. Akerberg, CBS-TV vice president in charge of station relations, exchange grips while Fritz Snyder, CBS director of station relations, holds the contract.

KLZ-TV Joins CBS-TV

SIGNING of KLZ-TV Denver as a basic affiliate of CBS-TV was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. The station is slated to go on the air by fall, according to General Manager Hugh B. Terry; its construction was authorized by FCC less than two weeks ago. It will use vhf Ch. 7, with transmitter atop Lookout Mountain. The TV outlet's radio affiliate, KLZ, is a pioneer station and has been affiliated with CBS since 1929.

ABC REALIGNS EXECUTIVE POSTS

INTERNAL realignment of executive duties has been put into effect at ABC coincident with its granting of autonomy to its owned-and-operated stations. The o&o station autonomy, in line with the decentralization philosophy which the parent AB-PT Inc. follows in the operation of its theatres, is subject to "certain general policies to be established by the [ABC] management in New York."

The ABC vice presidency in charge of o&o radio stations, held by Theodore Oberfelder, and the vice presidency in charge of o&o television stations, held by Slocum Chapin, have been abolished. William Materne, acting general manager of the network's WABC-TV New York, has been named coordinator for owned radio and TV stations. Mr. Materne also will maintain liaison with sales organizations representing the o&o stations, Edward Petry & Co. and John Blair & Co.

Mr. Oberfelder becomes vice president and general manager of WABC, while Mr. Chapin will serve ABC-TV as supervisor of the development of daytime network TV for the 1953-54 season, and also will handle special sales. John Mitchell, ABC vice president recently transferred from Chicago, is vice president and general manager of WABC-TV.

CBS RADIO'S KAROL ANSWERS 'LIFE'

Network Sales Vice President John Karol says the study compares a single issue with a single program. Then he breaks out some of his own figures on his network's dominance over "Life."

BROADCAST media's fault-finding with *Life* magazine's advertising research study [B•T, June 15] was strengthened last week by a CBS Radio answer which accused the *Life* research of "comparing a whole apple tree (the entire issue of a magazine) with a single orange (a single program)."

In a letter to agencies and advertisers, CBS Radio's Network Sales Vice President John Karol declared that the *Life* study, made by the Alfred Politz Research Organization, compares "the audience for the whole issue of a magazine with the audience of a single radio program."

"This, of course," Mr. Karol continued, "ignores the fact that some 80 advertisers normally share in *Life's* audience, while in radio one advertiser has the exclusive attention of his program's audience.

"The odds (from Starch research) are that only three *Life* readers out of 10 will even notice the average full-page advertisement—and only one out of 16 will read as much as half of it. . . . Compare this with the odds that a listener tuned to a program will hear one or more of the three commercials in that program."

Mr. Karol conceded that it is difficult to compare printed media and broadcasting. But if comparisons are to be made, he asserted, there are others that are both "more logical" and "more realistic" than that in the *Life* study. For instance, he said:

"1. If you want to compare one network with one magazine: (A) CBS Radio has a single-week audience of 62,840,000 listeners; (B) *Life* has a single-issue audience of 26,450,000 readers.

"2. If you want to compare one radio network with one magazine for a four-week period: (A) CBS Radio has a four-week cumulative audience of 77,700,000 listeners; (B) *Life* has a four-issue cumulative audience of 52,550,000 readers.

"3. If you want to compare one program (nighttime) with a full-page ad in a magazine: (A) CBS Radio gives its average advertiser 5,076,000 listeners (on an 'average audience' basis); (B) *Life* gives its average advertiser 1,666,000 people (on a 'read-most' basis)."

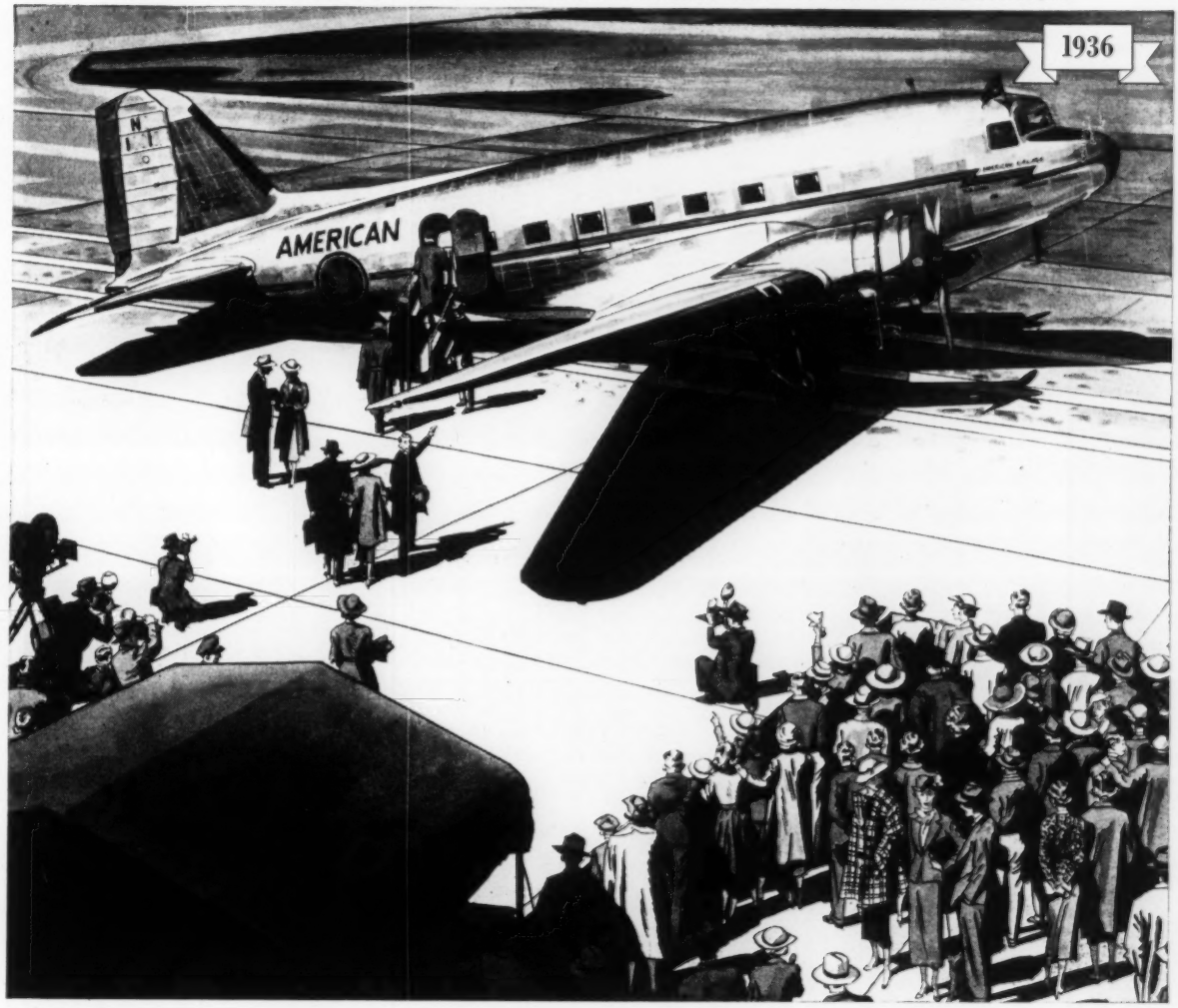
Comparing the "time spent" with magazines as against radio, Mr. Karol said:

"If you want to compare time spent with one radio network and with one magazine: (A) people 10 years of age and over (U. S. population) spend an average of 181 minutes a week with CBS Radio; (B) people 10 years of age and over (U. S. population) spend an average of 17 minutes per issue with *Life* magazine."

Accordingly, Mr. Karol wrote:

"As you see, in time spent, CBS Radio leads *Life* by a margin of more than *10 to 1*. This, to us, points up the essential reasonableness of the other three comparisons made above.

AMERICAN AIRLINES CONTRIBUTIONS TO THE DEVELOPMENT OF AIR TRANSPORTATION



The DC-3-the Plane that put the Airlines "in the Black"

American Airlines celebrated its tenth anniversary in 1936 by introducing a completely new aircraft to the public—the Douglas DC-3. It had been built by a group of Douglas engineers according to specifications drawn under the supervision of William Littlewood, American's chief engineer.

Douglas was then searching for a dependable market for aircraft. American wanted a plane that would carry more people with greater safety to put the airline on a sound paying basis. The DC-3 was a triumph on all counts. It literally put the airlines "in the black."

For more than a decade, in peace and war, the famed dependability of the DC-3 earned it an affectionate title as "Queen of Transports." When, in 1949, the last of the DC-3 Flagships gave way to newer, faster planes on American's routes, the DC-3 had earned an immortal niche in history.

The development and inauguration of the Douglas DC-3 is only one of many milestones in the history of air transportation that have been introduced by American Airlines.

AMERICAN AIRLINES INC.

America's Leading Airline

they came! they saw! they BOUGHT!

Clark & Bobertz, Inc.
EIGHTH FLOOR FOX BUILDING · DETROIT 1 · MICHIGAN
Advertising and Marketing Counsel

May 15, 1953

Mr. Jerome R. Reeves
Program Director
WBNS-TV
495 Olentangy River Rd.
Columbus, Ohio

Dear Mr. Reeves:

We are very pleased to see that out of half a dozen quarter hour TV shows throughout the country under sponsorship of Kasco Dog Food, WBNS-TV'S "Animal Fare" series holds the highest rating.

A combination of experienced talent and outstanding production and camera work has brought this show to the highest rating enjoyed in over four years of operation in many markets. When you're up against one of the most popular children's TV shows and can consistently match their rating, frequently going above it, you definitely have a show above average.

WBNS-TV and its personnel are to be complimented on their efforts in putting on this series which has produced such excellent results for our client as well as for the Humane Society of Columbus.

Best regards,

MCI:la

M. C. Ivey
Vice President

WBNS-TV . . . *The Nation's Number 1 Test Market Station and recipient of duPont, Sigma Delta Chi, and Billboard Awards for 1952.*

WBNS-TV's multi award winning production and programming on public service and commercial top-notchers is a built-in service available to all sponsors, guaranteeing them full value for their investment in this rich test market area.

wbns-tv
COLUMBUS, OHIO
CHANNEL 10

CBS-TV NETWORK • Affiliated with Columbus Dispatch and WBNS-AM • General Sales Office: 33 North High Street
REPRESENTED BY BLAIR TV

NBC FILM DIVISION PLANS EXPANSION

- With sales tempo up, plan is to enlarge NBC film division's personnel setup and offer consultant service to customers.

EXPANSION plans embracing additional personnel and establishment of a consultant service for sponsors were announced by the NBC Film Division last week.

New sales strategy and increase in personnel were said to be an outgrowth of the quickening tempo of business activity. The division noted that sales for one week in June of this year were 290% over sales for a comparable week in June 1952. The Film Division was set up a little more than a year ago when NBC began film syndication activities. It was officially organized as an NBC division last March 3.

The new consultant-sales policy was said to have been evolved by Robert W. Sarnoff, vice president in charge of the division, and Carl M. Stanton, division director. It calls for the division to offer its services as merchandising, promotion and advertising consultants to advertisers interested in purchasing local TV film programs.

Under the new plan, division sales representatives will investigate each potential client's local or regional needs before selling a specific film series. It also was said that the division is prepared to give a purchaser full assistance on planning a promotional, publicity, exploitation and merchandising campaign to accompany local showing of filmed series.

To cope with increased business and additional service, the division announced the enlargement of sales and advertising staffs. Six new sales representatives have joined the division's offices in New York, Chicago and Los Angeles, and John W. Kiermaier has been named administrative sales manager to coordinate various sales services, such as planning, advertising and promotion, research, traffic and merchandising.

The division has turned over all its advertising activities to the Grey Advertising Agency, effective Aug. 15. Working with the agency in coordinating advertising efforts will be Jay Smolin, division advertising director, who has added three persons to his staff, including an assistant supervisor and a researcher.

Mr. Sarnoff also has established a special business office under Robert A. Anderson to handle all accounting, budgeting and sales analysis.

NBC-TV Rate Changes Announced Officially

NBC-TV's reduction in Saturday and Sunday afternoon time charges [B•T, June 8] was announced officially last week. Effective Sept. 1, rates for the 1 to 5 p.m. periods on Saturdays and Sundays, which heretofore have been designated as Class A time, will become Class B time, whose rate is 75% of the Class A level.

"With nighttime TV in such heavy demand," said George Frey, NBC vice president and sales director, "the weekend daytime periods are the only availabilities which offer a large 'evening' type audience, consisting of all-family members. The current NBC-TV daytime weekend program schedule is specifically designed to increase this growing family audience. It provides an ideal framework for future advertisers who wish to sponsor family-appeal programs. . . ."

Before you buy any remote control system

Make this comparison

If you like to make comparisons, here's a handy table which answers your questions about Rust Remote Control and provides space for similar statistics on other systems.

	RUST	(X?)	(Y?)	(Z?)
PERFORMANCE				
Total number of control operations:	11			
Total number of metering functions: (plus "% mod." and "freq. deviation")	9			
UPKEEP				
Phone pairs required:	2			
Does system use only DC voltages for lowest line rental?	YES			
Total power consumption:	165 WATTS			
VERSATILITY				
Adaptable to any transmitter?	YES			
Preamplifier available for any AM or FM monitors?	YES			
Will one system control two transmitters at once?	YES			
Ample spare capacity for future needs?	YES			
COMPACTNESS				
Are studio unit & transmitter unit self-contained?	YES			
Studio unit and preamplifier rack space:	15¾"			
Transmitter unit rack space:	8¾"			
RELIABILITY				
Vacuum tubes in control circuits?	NONE			
Total tubes used including preamplifier?	6			
Are numerous systems now in commercial operation?	YES			
PRICE AND DELIVERY				
Current delivery?	30 DAYS			
Per diem installation service available?	YES			
Average uninstalled price?	$2,475.			
Approximate additional cost, second transmitter or auxiliary:	15-20%			

Many leading station operators have already compared and bought Rust Remote Control. They are finding it pays for itself in short order Discover all the help and savings Rust can give you. Act now. Write, wire or phone.

the rust industrial company, inc.

608 WILLOW STREET

RUST INDUSTRIAL CO.

MANCHESTER, N. H.

RUST REMOTE CONTROL—ALREADY THE CHOICE OF MORE THAN 50 BROADCASTERS

NIELSE

WCKY'S NIGHTTIME SOUTHERN

AUDIENCE IS LARGER THAN EVER

An Increase of 29%

Over 1949 BMB

1,689,300 4-Week Cumulative Families

1,193,920 Weekly Families

823,530 Average Nightly Families

AN AVERAGE NIGHTLY AUDIENCE

IN THE SOUTH

LARGER THAN ANY OTHER STATION

Fifty Grand

In Selling Power

WCKY . . . ON THE AIR EVERYWHERE ● TWY-F

XUM

CONFIRMS IT!

WCKY GIVES YOU THE LARGEST AUDIENCE

IN THE SOUTH ON THE FAMOUS JAMBOREE PROGRAM

AT THE LOWEST COST PER THOUSAND

Compare Audience - - Compare Cost

WCKY IS YOUR BEST BUY

Station	Power	Avg. NCS Nitely Aud.	1 Time Annc. Cost	Cost per M NCS Fams.
WCKY	**50 kws**	**823,530**	**$50.00**	**6.1c**
Sta A	50 kws	208,630	$50.00	24.0¢
Sta B	50 kws	501,090	$65.00	12.9¢
Sta C	50 kws	280,300	$50.00	17.9¢
Sta D	50 kws	819,530	$75.00	9.1¢
Sta E	50 kws	184,360	$45.00	24.4¢
Sta F	50 kws	239,630	$70.00	29.3¢

BUY WCKY's JAMBOREE

FOR THE SOUTH

Call collect Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX Ny 1-1688
or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281

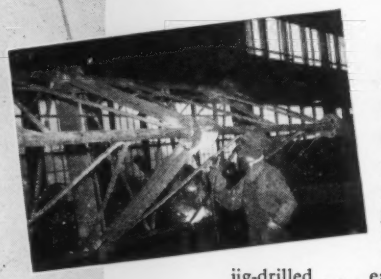
TWENTY-FOUR HOURS A DAY • SEVEN DAYS A WEEK

IDECO towers

You provide the Tower Site... Let IDECO do All the rest

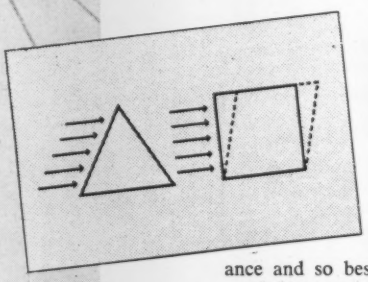
Select the location for your tower . . . then, under only one contract, turn over *all* your tower problems to the Ideco experts.

Save yourself the complicated and technical problems involved in tower planning and erection. You can buy an Ideco Tower all in one "package" that includes everything . . . planning and design, foundations, fabrication, erection, installation of all equipment, final inspection, with complete insurance coverage. Handle your tower problem the sensible way . . . let Ideco engineers do the entire job. From foundation to top beacon, you know your Ideco tower will keep your station on the air, day after day . . . year after year.



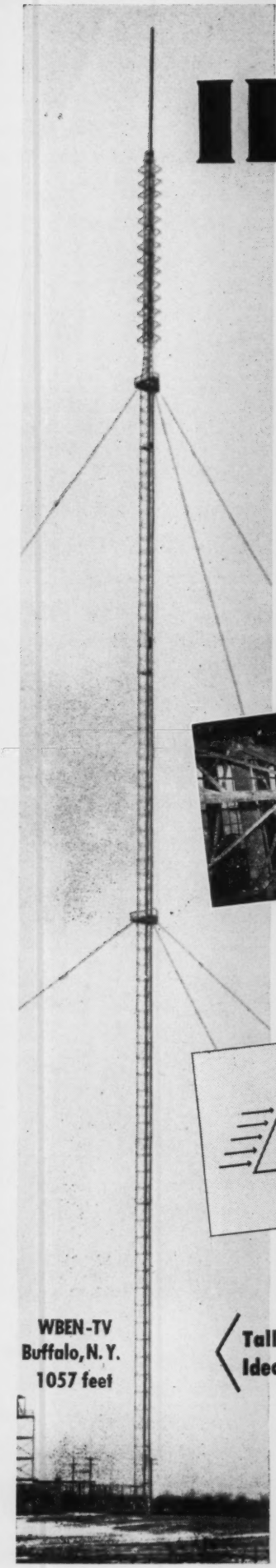
NO UNDUE STRESS OR STRAIN IN IDECO TOWERS

Ideco tower parts are shop-fabricated to a minimum predetermined tolerance . . . it's a "true" structure all the way up. Jig-welded and jig-drilled . . . each Ideco tower's diagonal members are fabricated to exact length and predetermined balanced stresses, completely eliminating the possibility of inaccurate manual field adjustments.



SCIENTIFIC TRIANGULAR DESIGN PREVENTS DISTORTION

Ideco's triangular cross-section insures a "true" tower with fewer structural members. A 3-sided tower offers the least wind resistance and so best resists distortion . . . has much lower painting and maintenance costs. And all Ideco towers are completely hot-dip galvanized . . . rust is stopped before it can possibly start.



WBEN-TV Buffalo, N. Y. 1057 feet

Tall or short...for TV, Microwave, AM, FM... Ideco tower know-how keeps you on the air.

See you at NARTB

IDECO

Visit us in ROOM 2225

IDECO DIVISION, Dresser-Stacey Company
Dept. T, Columbus 8, Ohio

Branch: 8909 S. Vermont Ave., Dept. T, Los Angeles 44, Calif.

MBS-GT, Crosley Officials Hold Cincinnati Conference

A CONFERENCE of Mutual and General Teleradio Inc. executives and sale personnel was to be held with Crosley Broadcasting Corp. officials Thursday-Friday in Cincinnati, with MBS-GT president-board chairman Thomas F. O'Neil, heading the visiting group. Robert E. Dunville, Crosley president, was scheduled to welcome the visitors.

MBS-GT officials to attend from New York were J. G. Taylor, Herbert Rice, Roy Danish, Adolf Hult, Sidney Allen, Howard Cann Jr., Walter Duncan, James McElroy, John Tallcott, Fred Schneier and Dwight Martin, with Bernard Musnik of Crosley sales in New York, accompanying them.

Chicago MBS-GT visitors were to include Carroll Marts, Virgil Reiter, Thomas Henry, Mel Goodrode, Tom Paro, Charles Helliwell and Bill Thompson, with Harry Albrecht of Crosley's Chicago offices, accompanying the group.

Lobster Network Established July 1 by Five Maine Stations

ESTABLISHMENT of a new Maine regional network, the Lobster Network, was announced last week. Affiliated stations are WPOR Portland, WCOU Lewiston, WFAU Augusta, WRKD Rockland, WTVL Waterville, and WRUM Rumford, the last named to go on the air shortly.

The network, said to cover 75% of the radio homes in Maine, began operations July 1. Several full network programming features will be established, the announcement said, to accommodate participating and single sponsors.

ABC Must Make Big Offer To Get KMPC—Reynolds

AN EXCEPTIONAL offer will have to be made by ABC before sale or trade of KMPC Hollywood for KECA that city will be entertained, Robert O. Reynolds, KMPC vice president and general manager, told B•T last week after additional "exploratory" talks with network executives.

Declaring the talks were not at the "negotiation stage," he stated no price figures have been discussed, "because we haven't made up our minds and aren't anxious to make a move."

Mr. Reynolds said he and KMPC President Gene Autry as well as other station stockholders "have put more than money into KMPC," and are reluctant to part with it despite any attractive offer. "Radio is good in Los Angeles, and regardless of what anyone else will say, I believe it will be better 10 years from today."

NBC-TV Trade Contest

A TRADE-AD contest was launched last week by NBC-TV in conjunction with its current advertising campaign stressing the network's "Leadership Theme" [B•T, June 22]. During the course of the campaign, a different claimed point of leadership will be emphasized each week for 12 weeks. Two of these already have run (network coverage and homes delivered). The person who lists the 10 others in the correct sequence of the advertising schedule will win $1,000 in his choice of RCA products for the home, and anyone who lists the correct 10 in any order will win an RCA 21-inch television set, completely installed.

INDUSTRY OF OPPORTUNITY

How Glenn Douglass Built His Own Oil Business

In 1946, after comparing dozens of business opportunities, Glenn Douglass invested his life savings in a small service station in Hamilton, Ohio.

Today, after 7 years of hard work, Glenn Douglass has built a highly successful oil business. His company operates eleven service stations. And, as a wholesaler, he sells over 4,000,000 gallons of oil products a year to service stations, farmers and fuel oil customers.

Glenn Douglass' success story shows the limitless opportunities in the oil business for men willing to work hard and meet the day-by-day competition for business that exists in every branch of this industry.

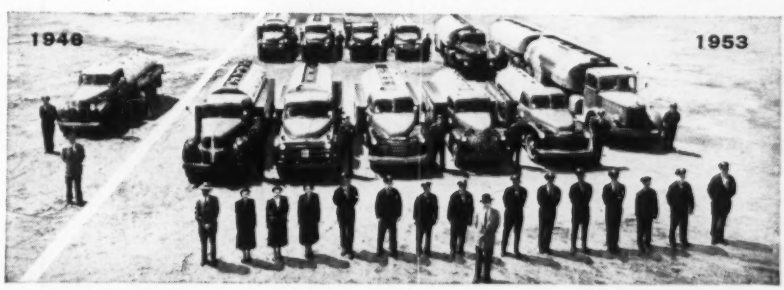
Throughout America there are thousands of local oilmen like Glenn Douglass. Called "wholesalers" or "jobbers," they compete with rival oil companies, large and small. To win your business they try to reach you first with the newest, most improved oil products and the best service possible. This is one more way you benefit from America's privately managed, competitive oil industry which provides opportunity for all.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th St., New York 20, N. Y.

CLOCKING TRAFFIC on a rainy night at a Hamilton, Ohio street corner, Glenn Douglass studies a possible location for a new service station. His pain-staking study of local business conditions is one big reason why Douglass was able to build a small service station into an oil company in just 7 years.

MORE HARD WORK is put in by Douglass in County courthouse where he pores over records to spot likely future service station locations.

DOUGLASS DESIGNED this service station. Station operator reports that large display windows boost sales of tires, batteries and accessories.



SUCCESS STORY: Picture at left shows Douglass and *all* the employees he had in 1946. Picture at right shows how his company has grown in just 7 years. This year Douglass will buy over 4 million gallons of oil products from a refinery—distribute them throughout Ohio's Butler County.

CIVIC MINDED Glenn Douglass, a local Boy Scout director, introduces Scouts from Oxford, Ohio, to Ted Kluszewski of the Cincinnati Redlegs.

OUT MID-AUGUST
THE 1953-54
TELECASTING Yearbook
AND MARKETBOOK

Timed for the 1953-54 season, this *new* TELECASTING Yearbook combines the indispensable analyses of the Marketbook, heretofore published in mid-August, with the all-inclusive reference directories and guides of the Yearbook. Yes, here are two fully-indexed and annotated productions in a single volume.

A brand-new approach to buying guides, it is the result of pre-publication field testing of agencies, advertisers and film executives—tailored to *your* needs.

Single copies are $5.00—
—or this 1953-54 TELECASTING Yearbook-Marketbook, may be ordered with a subscription to BROADCASTING TELECASTING at a special rate. And, in case you are not a subscriber, complete and mail this handy form today:

BROADCASTING TELECASTING, National Press Building, Washington 4, D. C.

Please start my subscription immediately to include:

( ) Weekly issues of BROADCASTING TELECASTING $7.00

( ) Issues plus 1954 BROADCASTING Yearbook 9.00

( ) Issues plus 1953-54 TELECASTING Yearbook 9.00

( ) Issues and both Yearbooks 11.00

( ) Payment attached ( ) Bill me

Name _____

Address _____

Firm _____

City _____ Zone _____ State _____

NOTE TO SUBSCRIBERS: Write to BROADCASTING TELECASTING subscription manager, National Press Building, Washington 4, D. C., if you are not certain whether your current subscription includes the 1953-54 BROADCASTING Yearbook-Marketbook. Be sure to include full address as it appears on current mailing label.

DuMONT NETWORK ADDS 10 OUTLETS

ADDITION of 10 affiliates to the DuMont Television Network has raised total outlets to 126, Elmore B. Lyford, DuMont station relations director, reported last week. New affiliates are:

WBCK-TV Battle Creek, Mich., owned and operated by the Michigan Broadcasting Co. and scheduled to begin on Ch. 58 Sept. 1; WPMT-TV Portland, Me., Portland Broadcasting Co., on Ch. 53 Aug. 30; WITV (TV) Fort Lauderdale, Fla., Gerico Investment Co., on Ch. 17 about Nov. 1.

WGVL-TV Greenville, S. C., Greenville Television Co., Ch. 23 Aug. 1; KFSA-TV Fort Smith, Ark., Southwestern Publishing Co., on Ch. 22 about July 20; KVTH-TV Hutchinson, Kan., Hutchinson Television Inc., on Ch. 8 July 20.

KCMC-TV Texarkana, Tex., KCMC-TV Inc., on Ch. 6 on July 15; KCTY-TV Kansas City, Mo., Empire Coil Co., on Ch. 25 in June; WMAZ-TV Macon, Ga., Southwestern Broadcasting Co., on Ch. 13 Sept. 27; KLAS-TV Las Vegas, Las Vegas Television Inc., on Ch. 8 July 20.

NBC Adds WPNF, WDLP

ADDITION of two new radio stations to NBC, raising the number of affiliates to 209, have been announced by Harry Bannister, NBC vice president in charge of station relations.

WPNF Brevard, N. C., joined the network July 6. The station, which operates on 1240 kc, is owned and operated by the Pisgah Broadcasting Co. Ed M. Anderson is president of the company.

WDLP Panama City, Fla., will become an affiliate of NBC on Aug. 13. Owned by the Panama City Broadcasting Co., the station operates with 1 kw on 590 kc. Cecil B. Kelley is general manager.

KFI Renews NBC Pact

RENEWAL of affiliation contract for two years by NBC and KFI Los Angeles, effective June 1, was announced last week by Harry Bannister, NBC vice president in charge of station relations. Earle C. Anthony, founder and president of KFI, commented that it was "fitting that the pioneer station of the Pacific Coast has been the Los Angeles affiliate of the pioneer radio network, NBC, since that network was founded in 1926."

KCMO-TV Goes ABC-TV

KCMO-TV Kansas City has signed as a basic affiliate of ABC-TV, effective Sept. 27, national director Alfred Beckman of the ABC station relations department announced last week. The station, assigned vhf Ch. 5, is owned by KCMO Broadcasting Co. and E. R. Hartenbower is general manager. Its radio affiliate is affiliated with the ABC radio network.

Blake To NBC o&o Post

BOB BLAKE, publicity director of WCBS New York, has resigned to accept the new position of coordinator of publicity for NBC's owned-and-operated stations. Before joining WCBS last year, Mr. Blake was publicity director of WOR-AM-TV New York for five years.

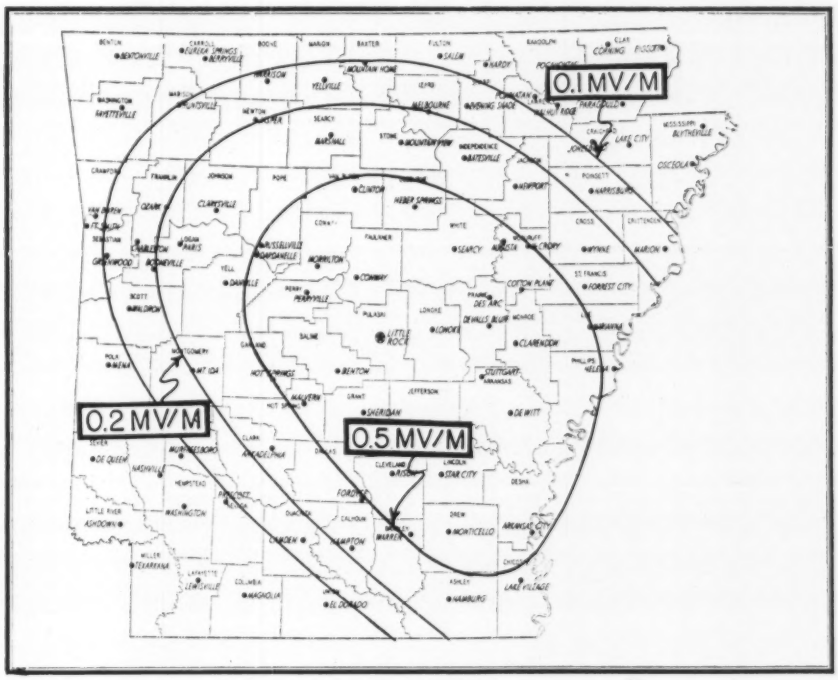
COVERAGE

OF ALMOST ALL OF ARKANSAS

AT LOWEST COST

PER THOUSAND FAMILIES!

Based on SAM weekly audience figures and published base hourly rates!



★ With PROVEN Audience!

★ With PERSONALITIES Known to Arkansas!

★ With 3-MAN Full-Time News Department!

★ With 2-MAN Full-Time Farm Department!

★ With 6 TOP PERSONALITY Record Shows!

★ With TOP PERSONALITY Woman's Show!

YOUR BEST BUY IN ARKANSAS IS—

YOUR O. L. TAYLOR COMPANY MAN WILL GIVE YOU COMPLETE DETAILS

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC
"ARKANSAS'S LISTENING HABIT"

KLRA
LITTLE ROCK

Skiatron Previewers Boost Subscription TV

SIGNS pointing to the practicability of subscriber television were claimed in an announcement last week by Skiatron Electronics & Television Corp.

Arthur Levey, president, disclosed that analysis of the first 1,000 questionnaires filled in and signed by men and women attending the first public demonstration of Skiatron Subscriber-Vision in New York June 9-17 showed that 93.6% of them would be "willing to pay nominal subscription fees for outstanding TV programs of types not now otherwise available."

A total of 5.1% would not pay for programming under those conditions, Mr. Levey said, while 1.3% replied they "don't know."

The members of the audience were questioned on which type of programming they would order on a TV subscription plan, Mr. Levey said, with the following results: Hit broadway shows, 83.1%; new feature movies, 78.9%; educational courses, 58.7%; leading sports events, 56.4%; grand opera, 53.7%, and children's programs, 29.6%.

Mr. Levey stressed that the broad program potentialities of Subscriber-Vision are indicated by the expression of desire on the part of 54.9% of those filling out these questionnaires to see four or more of the six program types listed.

"These figures speak for themselves," Mr. Levey commented. "They show conclusively that those who saw this dynamic new TV system in operation favored the subscription method—one that, if approved by the FCC, would make it possible for TV set owners to get outstanding programs in their homes of types not now available, and without interruptions by commercials."

He said the questionnaires and replies will be turned over to FCC later this year when Skiatron makes application for a commercial license.

GE Warehouse Expansion

GENERAL Electric Co. expects completion of a $325,000 addition to its electronic tube warehouse and eastern regional Tube Dept. headquarters at Clifton, N. J., by mid-September, Grady L. Roark, Tube Dept. marketing manager, said last week. The construction will add 46,000 sq. ft. to the existing 50,000 sq. ft. of warehouse floor space, he said. A "greatly increased demand in the eastern region" for GE picture tubes was given as reason for the expansion.

CBS-Columbia Meet Sales

ORDERS placed for CBS-Columbia television and radio receivers at the recently-completed distributors' meeting will amount to almost $7½ million in business over the next three months, Roland D. Payne, CBS-Columbia sales manager, disclosed last week. He said this represented an increase of almost 50% over the volume placed at the distributors meeting a year ago.

RCA Tube Packaging

RCA Victor Tube Dept. in a new packaging program is insuring TV broadcasters that RCA image orthicon tubes shipped them for replacement have been untouched since leaving the factory. The tubes are being sealed in "tamper-proof," transparent plastic containers with a red seal which must be broken before the tube can be removed, a spokesman said.

DuMont's 24 Weeks

ALLEN B. DuMONT LABS. Inc, reported last week that net profit for the 24 weeks ended June 14 was $913,000 as against $56,000 for the same period of 1952. Total sales for the period in 1953 amounted to $41,395,000 as against $29,036,000 in 1952.

Cathode Ray Tube Decline

SALES of cathode ray tubes for TV as well as radio receiving tubes dropped seasonally from April to May though still well above May 1952, according to Radio-Television Mfrs. Assn. May sales of cathode ray tubes at factory is estimated at 744,252 units with the five-month total reaching 4,450,249 units. May sales of receiving tubes were 37,253,308 units with 200,654,663 for five-month period. Almost 70% of cathode ray tubes were 19 inches or larger.

AT&T Links WFTL-TV, WTPA

LINKING of two additional stations to AT&T's television network facilities was announced last wek by the company's Long Lines Dept. WFTL-TV Fort Lauderdale, Fla., was reported connected as of July 1 with network facilities between Jacksonville and Miami. Meanwhile WTPA (TV) Harrisburg, Pa., was linked last Tuesday, with network shows to be beamed from microwave tower on the transcontinental radio relay route to a telephone building in Harrisburg.

Westinghouse Shows New Sets

WESTINGHOUSE Electric Corp.'s radio-television division introduced its new 1954 line of receivers Wednesday night via a 32-city closed-circuit telecast, which utilized NBC-TV's physical equipment as well as creative talent. Participating in the one-hour program were such NBC-TV personalities as Ben Grauer, Dr. Roy K. Marshall and Rex Marshall.

RCA Victor Plant Plans

PURCHASE of 45 acres in Van Nuys, Calif., by RCA Victor Division for a new West Coast electronic equipment distribution center was announced last week by Harold R. Maag, RCA Victor vice president and West Coast manager. The new plant will distribute electron tubes, kinescope tubes, test equipment, electronic components and radio batteries over the entire West Coast.

Ampex Tape Time Marker

AMPEX CORP., Redwood City, Calif., through regional distributors only, is making available to station engineers a new time-indicating reel marker, designed for use during recording and playback of magnetic tape. Stickers are calibrated for use on standard 10½-inch NARTB reels at 7½-inch and 15-inch tape speeds. They give an operator a good approximation of how much tape time is on the reel and are said to be an aid also during playback and editing when certain parts of a long program must be found quickly.

MANUFACTURING SHORTS

Gerald B. Miller Co., Hollywood, equipment representatives, announces opening of new divisional office at Room 101, King County Airport, Seattle, with **Dale Thompson,** field engineer, in charge of operations.

Yaou Radio Mfg. Co., Tokyo, appointed exclusive distributor in Japan for DuMont television receivers and cathode-ray television picture tubes.

Sylvania Electric Products Inc. has announced plans for construction of 416,000 square feet TV set manufacturing plant in Batavia, N. Y., with expected completion by Feb., 1954.

Thordarson-Meissner, Mt. Carmel, Ill. (transformers and coils), announces release of its 1953-1954 Automobile Radio Replacement Guide.

Amperex Electronic Corp., Hicksville, N. Y., announces release of its latest condensed catalog, available upon request from Amperex.

General Electric, Schenectady, N. Y., announces availability of new bulletin on miniature selenium rectifier stacks for electronic circuit applications.

AM-Tel Equipment Co., Hollywood, announces production of "E-Z Mount," permanent, through-the-roof TV antenna holder.

Charles Tombras & Assoc., Knoxville, Tenn., elected to membership in American Assn. of Advertising Agencies.

Dan J. Connor Co., Phila., incorporates as **Danco Corp.**

Mannfred Electronics Corp. moves to 21-36 36th Ave., L.I.C. 6, N.Y.

The Alliance Mfg. Co. announces production of new uhf converter known as Alliance Convaire converter.

Motorola Inc. announces development of "Handie-Microtalkie," new hand-held cordless microphone.

Crest Transformer Corp., Chicago, announces production of "Crest-Bright," multi-use video tube brightener and rejuvenator.

United Transformer Co., N. Y., has released catalog of transformers, reactors and filters.

Ortho Filter Corp., Paterson, N. J., announces new series of type DE filters for eliminating distortion from signal sources.

Atlas Sound Corp., N. Y., has published its 1953 catalogue, including illustrations and specifications for projectors, radials, paging, talk-backs, tweeters, baffles, driver units, transformers, microphone floor stands, desk stands, boom stands, sky hooks and cable hangers. Free copy may be obtained by writing Atlas Sound Corp., 1449 39th St., Brooklyn 18.

Best Electronics Corp., L. A., announces two new designs of broadband TV antennas, one for vhf and one for uhf-vhf.

Semco Engineering & Manufacturing Co., L. A., has introduced new TV remote control device for station selection and volume control from a distance.

CIA. de Ingenerios en Communicacciones Electricas, S. A., Mexico City, electronics and sales engineering organization, appointed sales representative in Mexico for Allen B. DuMont Labs.

BROADCASTING
TELECASTING

TV FILM features

26 episodes
9 brand-new

"Captured"

Get this exciting, fast-moving TV dramatic film series for exclusive sponsorship in your city. A smash hit as GANGBUSTERS on network—now released locally in new format... with CHESTER MORRIS as host. This profit-proved program includes full-scale promotional support in *all* markets.

Call, write or wire **NBC FILM DIVISION**

NEW YORK, CHICAGO, LOS ANGELES • In Canada: RCA Victor Company Ltd., Montreal and Toronto

Tools for towering imaginations...

This country has them by the hundreds . . . imaginations that tower far above the commonplace.

Imaginations like these created today's skylines . . . are busy building tomorrow's books, magazines, radio and television programs.

To them, film pickup and film programing are logical and thrilling tools. With shows no longer held in by studio walls or by the barriers of time zones, they now are free to serve greater and greater audiences—better and better.

For complete information concerning film selection and processing, write to Motion Picture Film Department
Eastman Kodak Company, Rochester 4, N. Y.

East Coast Division
342 Madison Ave.
New York 17, N. Y.

Midwest Division
137 North Wabash Ave.
Chicago 2, Illinois

West Coast Division
6706 Santa Monica Blvd.
Hollywood 38, California

Agents for the distribution and sale of Eastman Professional Motion Picture Films

W. J. German, Inc.,

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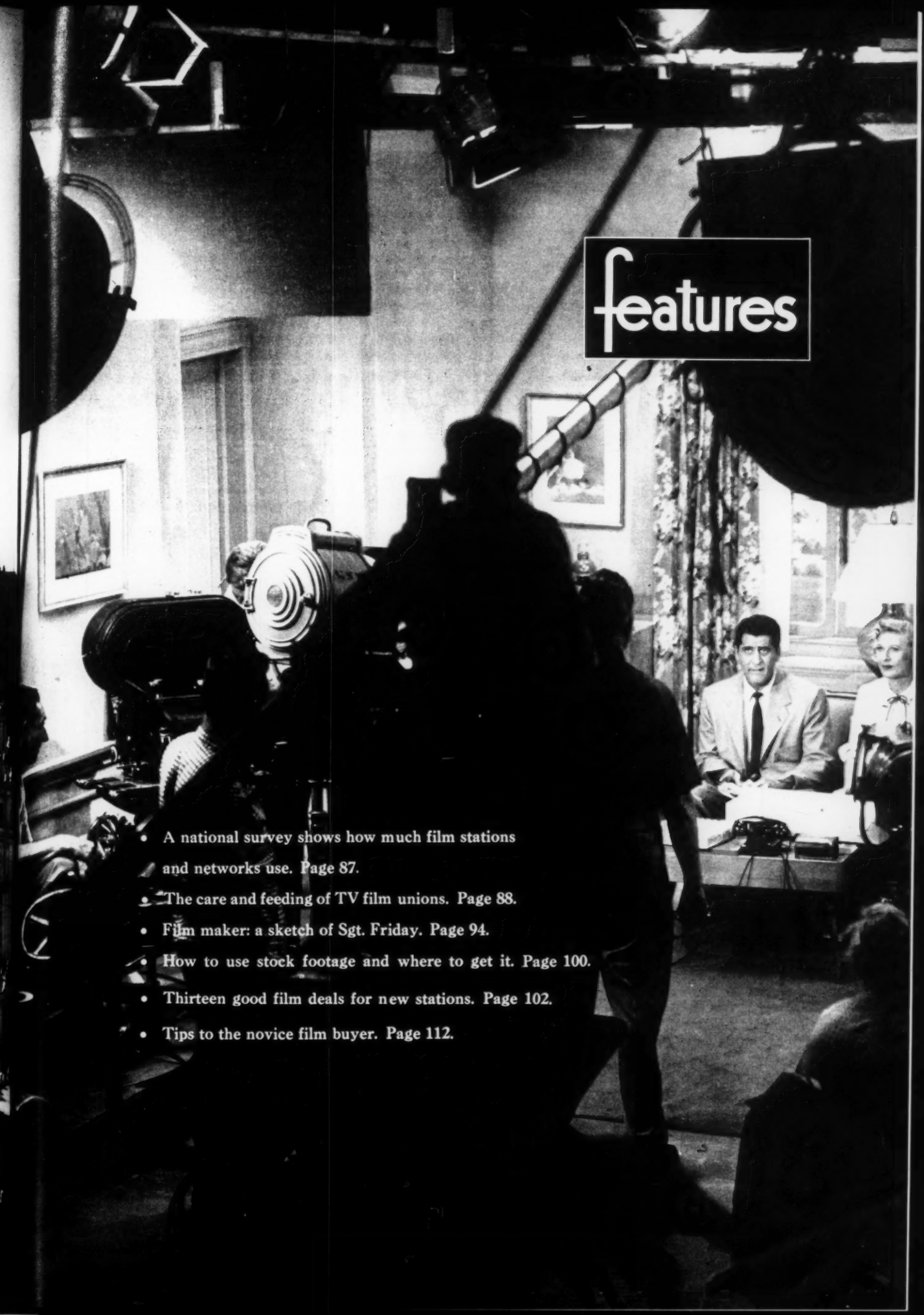
XUM



features

- A national survey shows how much film stations and networks use. Page 87.
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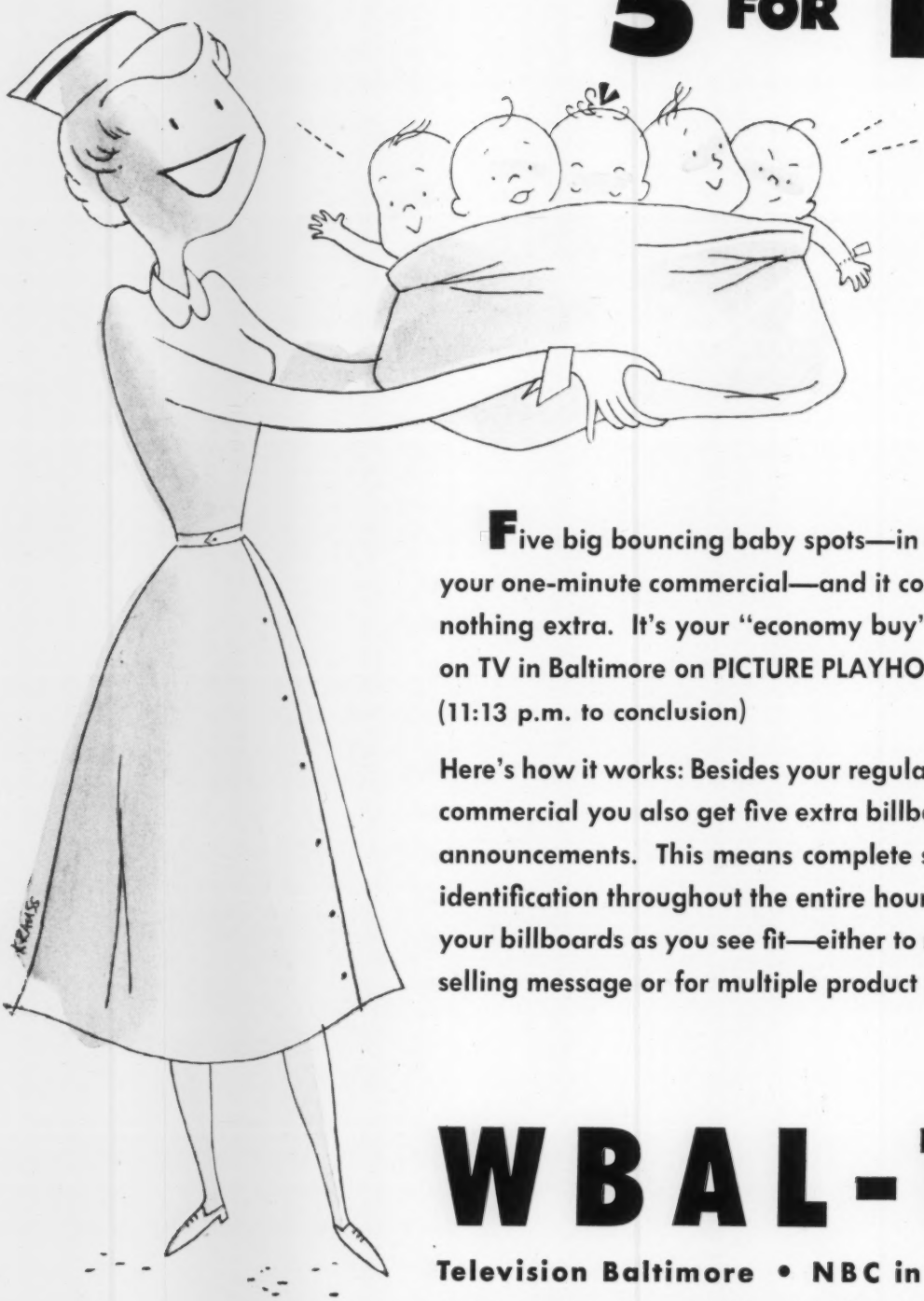
XUM

▶ PICTURE PLAYHOUSE

the television show that gives you

5 FOR 1



Five big bouncing baby spots—in addition to your one-minute commercial—and it costs you nothing extra. It's your "economy buy" on TV in Baltimore on PICTURE PLAYHOUSE (11:13 p.m. to conclusion)

Here's how it works: Besides your regular one-minute commercial you also get five extra billboard announcements. This means complete sponsor identification throughout the entire hour show. Use your billboards as you see fit—either to repeat one selling message or for multiple product promotion.

WBAL-TV

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HOW IMPORTANT IS FILM?

A special B•T survey shows that non-network film programs occupy one-fourth of the total program time of interconnected affiliates of TV networks, half the total time of non-interconnected affiliates and three-fifths of the programming done by non-affiliated stations. In volume, movies made originally for theatres are still ahead of films made especially for TV.

	Total Hours on Air Per Week (Average)	LIVE		FILM	
		No. Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air
ABC-TV	28:45	15:00	52.2%	13:45	47.8%
CBS-TV	60:00	52:00	86.7%	8:00	13.3%
DuMont	27:30	27:30	100.0%	0:00	0%
NBC-TV	68:00	55:40	81.9%	12:20	18.1%

ONE out of every four hours of operation at interconnected network affiliate stations consists of non-network film programs, according to an industrywide television survey conducted by B•T.

Non-interconnected network TV stations use such films more than half of their operating time, the survey shows. Non-network TV outlets use various types of film programs three-fifths of the time.

Results of the survey were computed from questionnaires received from more than a hundred TV stations of all catgories. The data show average number of operating hours for network and non-network stations, with breakdowns covering cable-microwave originations, network kines, local live and non-network film programs. In addition the study shows a breakdown of film programs between those made specially for TV and those made originally for theatrical showing.

Analyzing the film data, it was found that more hours were devoted to theatrical films than to those produced specifically for television use. Network interconnected stations used theatrical films 17% of total operating time compared to 10% for special TV films. Non-interconnected affiliates showed theatrical films 33% of the time compared to 22% for TV types, and non-network stations used theatrical films 43% of operating time compared to 18% for the others.

The B•T survey shows that interconnected network stations operate roughly 93 hours per week compared to 53 hours for non-interconnected affiliates and 51 hours for non-network stations.

The average interconnected affiliate devotes 51.6% of total time to network programs, 21.1% to local live programs and 27.3% to films.

The non-interconnected affiliate devotes 23.4% of time to network programs, 22.4% to local live and 54.2% to films.

The non-network station devotes 39.2% of time to local live programs and 60.7% to films.

Interconnected affiliates devote 40.4% of total hours to network programs coming off the cable or microwave compared to 11.2% to kinescope recordings. Non-interconnected stations devote 23.4% of total hours to network programs, all of which are kinescope.

Analyzing origination of programs by the four TV networks, it was found that the bulk of service consisted of live programs, though live and film originations were about equal in the case of ABC-TV.

Appearing on this page are breakdowns of program originations based on the B•T questionnaire survey.

	Average Total Hours and Minutes on Air Per Week	NETWORK ORIGINATED PROGRAMS						LOCAL LIVE PROGRAMS		NON-NETWORK FILM PROGRAMS					
		Total Network Programs		Off Coaxial Cable or Microwave		Kine				Total Non-Network Film		Specially Made for TV		Made for Theatrical Showing	
		No. Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air	No Hours Per Week	% of Total Hours on Air	No. Hours Per Week	% of Total Hours on Air
Interconnected Network Affiliates	93:34	48:71	51.6%	37:42	40.4%	10:29	11.2%	19:46	21.1%	25:37	27.3%	9:27	10.2%	16:10	17.1%
Non-Interconnected Network Affiliates	53:31	12:37	23.4%	0	0%	12:37	23.4%	11:53	22.4%	29:01	54.2%	11:41	21.5%	17:20	32.7%
Non-Network Stations	50:57	0	0%	0	0%	0	0%	19:57	39.2%	31:00	60.8%	8:43	17.7%	22:17	43.1%

XUM

THE CARE AND FEEDING OF TV FILM UNIONS

By Isidore Lindenbaum

DURING the next 12 months Hollywood will produce approximately four times as much film for television as it will for release in theatres. The baby films-for-television industry is growing faster than the most optimistic predictions of several years ago—but so are the problems involved in the production of these video programs.

Only the unenlightened are envious of the television film producer. Those in the know are quick to doff their hats, shake their heads and murmur something about a glutton for punishment.

Save the envy for the producer of theatrical films! He makes one or two pictures a year for a healthy monthly salary. The TV film producer makes a minimum of one a week; usually three or four programs weekly. His salary usually falls under the heading of profits—if and when. The "major" studio producer is responsible only to the company head. His video counterpart must please the sponsor, the advertising agency and its many representatives, the network, usually the star, and last, but by no means least, the many *unions* involved in the production of films for television.

To remain long in the highly competitive field, the TV producer must not only be a creative showman well-schooled in business, he must also be a human encyclopedia of union requirements and scales. If he isn't, he's likely to find that his cast and crew are comfortably riding in chartered buses back to the studio from location—each of the 30- to 50-man crew getting triple time in wages for the scenic tour, and each minute ticking off a bigger and bigger loss that the producer will suffer.

When television came along, the unions were completely organized. They had had many years of struggle and had negotiated with the best and toughest. They had made their gains and knew all the angles of bargaining. Their unions were already formed, their rules already set up, and their personnel already operating.

The unions simply moved over from motion pictures into television.

The employer in TV started off wholly disorganized. Each employer is an independent. Alliances were started on many occasions, but hierarchies and jealousies developed. The stronger producers invited only the strong to join them. The weaker producers were annoyed and started their own alliances. Each began to throw harpoons at the other.

The stronger alliances, suddenly realizing that the law might regard them as official bargaining agencies for all TV employers, became frightened and withdrew from activity, then petered out. The little fellows used their meetings primarily to solicit business from each other.

Other groups of employers were formed, but none has yet received sufficient support to be able to represent the producers as the unions represent the employes.

Thus, we find the extreme swing of the pendulum; management wholly disorganized, labor completely organized.

The result has been what might be expected. Bargaining is almost as nonexistent today as it was originally, when management ruthlessly imposed its terms on labor. Labor could then take the terms or be locked out and the individual employes could starve. Who cared?

Today unions decide what they wish. The overall picture of the industry, and its future, are seldom their primary considerations.

Their terms always become more harsh.

Today, TV producers must either accept the terms of the unions, or be locked out. If they go out of business because of that, who cares?

In early days of TV film (meaning four or five years ago), a few guilds made special rules to help the new born industry.

The Film Editors Guild, for example, permitted members to work for what was called "short-subject" scales. That meant that editors could work on TV film for the same scales as major studios paid for cutting theatrical short subject pictures.

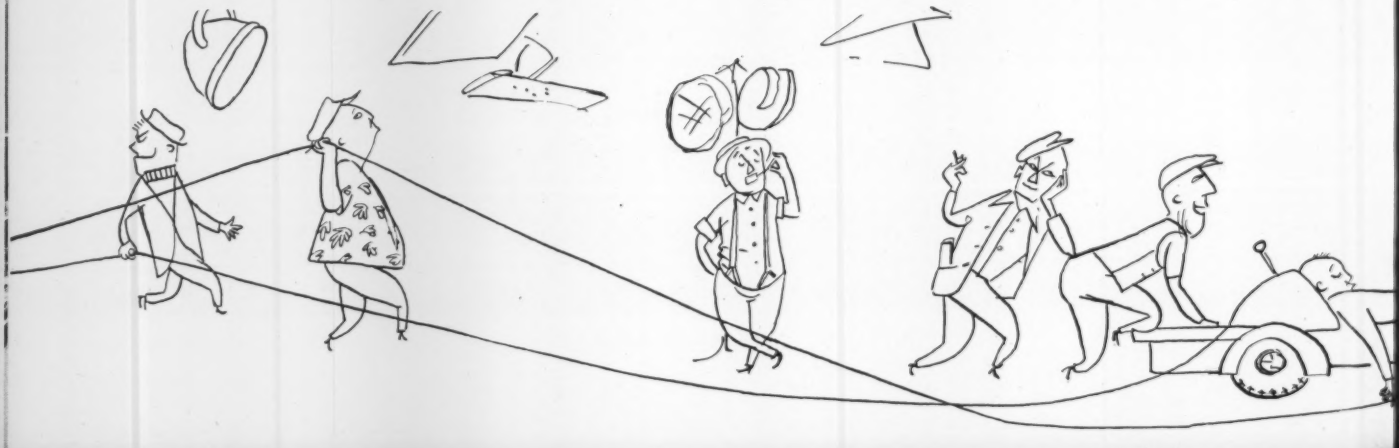
Another example was the cinematographer's union. It permitted a head cameraman to work for $50 per day for TV. The motion picture rate was approximately double at the time.

In general, at the outset, the unions did not "crack down" on TV film producers.

The field the unions were to play in TV was very cloudy at first. Many questions appeared and required answers.

Were TV *film* and TV *live* to be handled by the same or different unions?

Was TV a new industry, not motion pic-



The 24 unions listed below are all engaged one way or another in Hollywood production of films for TV. Their caste system is as rigid as India's, the fate of anyone who violates it as irrevocable as the defilement a Brahman suffers by rubbing shoulders with an Untouchable. In this article the president of Filmcraft Productions explains the diplomatic intricacies and economic hazards TV film producers face every time they hire union help (there is no other).

- Screen Actors Guild
- Screen Extras Guild Inc.
- Society of Motion Picture Art Directors
- International Photographers, Local 659, IATSE (cameramen)
- Studio Carpenters, Local 946, AFL
- Screen Directors Guild Inc.
- Motion Picture Film Editors, Local 776, IATSE
- Motion Picture Electricians, Local 728, IATSE
- Motion Picture Studio Grips, Local 80, IATSE
- Motion Picture Laborers and Utility Workers, Local 727, IATSE
- Make-up Artists and Hair Stylists, Local 706, IATSE
- Motion Picture First Aid Employes, Local 767, IATSE
- Musicians Mutual Protective Assn., Local 47, AFM
- Motion Picture Studio Mechanics, Local 468, IATSE (painters)
- Scenic & Title Artists, Local 816, IATSE
- American Federation of Guards (studio police)
- Motion Picture Studio Projectionists, Local 165, IATSE
- Affiliated Property Craftsmen, Local 44, IATSE
- Script Supervisors Guild
- Office Employes International Union, Local 174, AFL
- International Sound Technicians, Local 695, IATSE
- Studio Transportation Drivers, Local 399 (AFL Teamsters)
- Motion Picture Costumers of IATSE
- Screen Writers Guild Inc.

ture, radio nor stage, but something brand new, though a composite of all?

If a new industry, might it not call for entirely new unions?

The unions began to solve these problems in their own inimitable way.

Each element of TV insisted that TV belonged to it.

As of this period, an artificial line has been loosely drawn.

Television has been cut into parts. TV done live looks toward one group of unions. TV done on film by means of kinescope looks toward another group of unions. TV done on film by means of motion picture equipment looks toward different unions.

Whereas the unions were somewhat careful in handling the baby TV, the rules applicable to major picture production soon began to be applied to TV, the child.

Minimum wage scales in each craft became the same for major films and TV. All concessions were removed.

Rules as to overtime, double time, golden time, meal penalties, and all other penalties were invoked for TV film. Size of crew requirements became the same for TV and theatrical film. Rigid separation of crafts was emphatically enforced.

In some instances the scales in TV are actually higher than in theatrical film.

Musicians are an example. The same wage scale for musicians exists in pictures and in TV, but in TV an additional payment must be made to the union's welfare fund. It amounts to 5% of the station rate for each station for each telecast.

The Screen Actors Guild has a complicated list of residual payments. The Screen Directors Guild and the various writing groups are asking for such rights. The American Society of Cinematographers is readying similar demands. And the day isn't far away when we'll be hearing from set designers, editors, sound technicians, and other guilds.

Whenever one union claims that it has sole jurisdiction and another union claims the same right, the clash that results is bound to injure not only the two unions involved, but also the companies involved.

Here are some examples of existing union disputes over jurisdiction:

The unions to whom the employes of the networks belong are primarily NABET or IBEW.

The unions to whom the employes of the motion picture industry belong are primarily IATSE.

Only IATSE employes are permitted to run motion picture cameras. Network employes have refused to permit IATSE employes to operate within the premises, or to use the physical facilities of the networks, even though the program is to be filmed.

Thus, at the present time, no TV program can be filmed in a network station, and no facilities, lights, cable, etc., belonging to the network can be used by a crew, unless that crew belongs to the network union.

There appears to be one exception, however, and oddly that is the Groucho Marx program which is being filmed by Filmcraft Productions. It is now entering into its fourth year of photographing this series. During this entire time, it has filmed the program using an NBC studio. Because of special circumstances, and agreements between NABET and NBC, this single exception in the entire United States has been made.

But even with this concession, none of the network's facilities may be used.

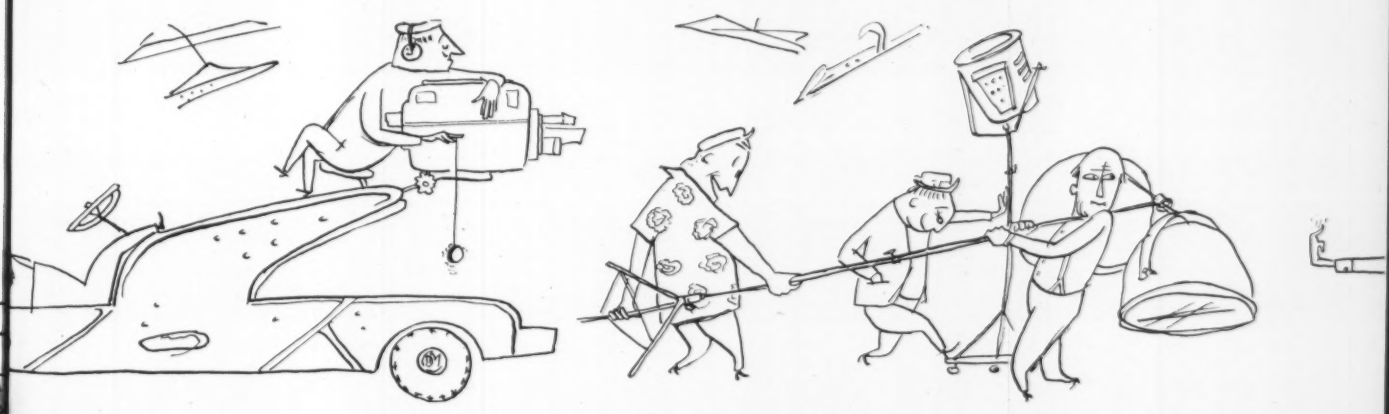
The network supplies Filmcraft with a bare four-wall stage. Filmcraft, using its own trucks, brings in its own lights, its own cameras (eight are used), its own cable, even lamps to light the audience and a 1,000-pound dimmer board, while an immense dimmer panel, which is part of the studio, stands covered and unused.

As soon as the program is shot, back to Filmcraft studios go the lights, cameras, cables, dimmer board, and all items brought in by Filmcraft and set up to film the program at the network.

The reason? As pointed out above, Filmcraft crews are all motion picture crews, members of the IATSE.

To cover such a problem as this, Filmcraft has taken over a theatre in the center of Hollywood, enlarged the stage so that it is comparable in size to any acceptable motion picture studio stage. About 500 theatre seats remain in front of the stage for an audience during filming.

On some occasions, the projectors must



be put into use. Here again a union jurisdictional problem arose. There are two unions for projection operators. One is for theatres, the other is for studios. Each claimed the right to put its men into our stage.

Just to make the situation more emphatic, both unions are members of the A. F. of L.

At first, Filmcraft was required to hire two projectionists, one from each union, to do the job of one man. The issue has not yet finally been determined.

Here are some examples of inefficiency caused by rigid enforcement of the separation of crafts:

A scene is being taken wherein an actor driving an automobile moves the car from a standing position past the camera, about 40 feet distant. In rehearsal, the car is then backed up and the scene repeated. The union requires that the actor must get out, a driver take his place and back up the car 40 feet, each time the scene is rehearsed.

Another case. The sets have been struck, and the equipment is being loaded into a truck for delivery back to the studio. The truck driver may not lift a lamp onto the truck. Only an electrician may do that.

Your Car, Sir

Preparation is being made on location in the morning for shooting in the afternoon. The director, not needed in the morning, wants to drive his car from the studio approximately eight blocks to the location in the afternoon. He has no right to do that. He must be driven that eight blocks by a union driver.

It is a rare day in Hollywood when a producer isn't asked by a sponsor or an agency "How much does a TV film cost?"

Certain costs are fixed and these usually fall under the heading of union scales and requirements.

Film directors, for instance, receive a minimum of $585 a week and must be hired for not less than one week. An assistant director receives a minimum of $345.80 per week. He may be hired by the day, in which case he receives $74.48 per day.

It would thus seem best to hire an assistant director for a week rather than five days. However, if the hiring of this particular individual is by the week, a half week must be added. That is called "severance" pay. The employer needing an assistant five days must carefully specify that he wishes the man for five days, not for a five-day week. Five days will cost five times $74.48 or $372.40. A five-day week will cost $345.80 plus $172.90 or $518.70.

Production managers, generally speaking, are a part of the studio's regular staff. As a rule they are paid $150 a day. For a half-hour dramatic-type program they are needed a minimum of three days for each show to be filmed.

Script clerks require a salary of $23.54 per day. In most cases they are needed several days before, as well as during actual shooting.

TV film shows must use, according to guild requirements, an assistant director. If the production is large, with a big cast of extras, additional second-assistant directors and a script clerk must be added to the staff. One or more secretaries, usually obtained at $15 a day each, also are needed for this production group if the best efficiency is to be maintained.

Dialogue and dance directors are seldom used in the TV film field. When they are, however, their wages usually are $150 to $250 and $277.93 weekly. Casting directors, in many instances a part of the regular studio staff, draw $50 a day. A technical assistant also is needed in most productions. For the usual half-hour show, he is needed at least two days, usually three or more days for preparation, in addition to the actual shooting days. His pay is generally $50 a day. First-aid men are required by union contracts to accompany trips to locations. Most "major" studios have these people on the sets at all times but in TV filming they are used usually when the shooting is away from the studio or location. These men must be paid at least $22.20 for an eight-hour day.

The director of photography has a minimum scale of $113.84 a day. Most TV film studios have these experts under contract and as a result many cinematographers are paid more than the union requirement. A 35mm camera crew must also have an assistant cameraman and an operator. The operator receives $56.96 a day and the assistant receives not less than $30.52. The assistant almost always puts in three or four hours overtime as these men report to the studio early to load film magazines and leave only after the film is unloaded and sent to the processing laboratories.

If still pictures are desired for the sponsor or agency for publicity or advertising purposes, a union photographer must be paid $45.52 in addition to the cost of film, rental of equipment, and processing of negatives and prints. If the photographer shoots special portraits or the like, then a still gaffer ($22 per eight-hour day) must be hired. The union also requires that a guild photographer be on the set if a magazine wishes to shoot pictures for its publication.

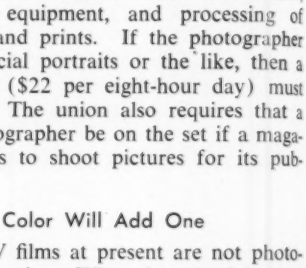
Color Will Add One

Most TV films at present are not photographed in color. When they are, however, a color director will be needed as well as a camera mechanic.

A minimum of four men are needed to record the sound of a television film. The mixer receives $75.27 a day, a recorder gets $37.21, a boom man also gets $37.21, and a cable man must be paid $28.50 per day. Usually the last three put in several hours overtime daily getting ready and putting away the expensive equipment. In some instances, an extra boom man, extra cable boom man and public address system operator are required.

Few TV film studios design and make their own costumes and wardrobe. Most of these are rented. The designers guild, however, now is attempting to put through a requirement that would make it necessary for a TV film company to hire designers. A wardrobe girl and a wardrobe man are required, though, and each is paid $26.18 a day. Usually each is needed for two days additional to the time spent in actual production. These days are needed to pick up costumes and to return them following shooting. Special productions, however, might make it necessary to hire tailors, seamstresses and extra wardrobe help.

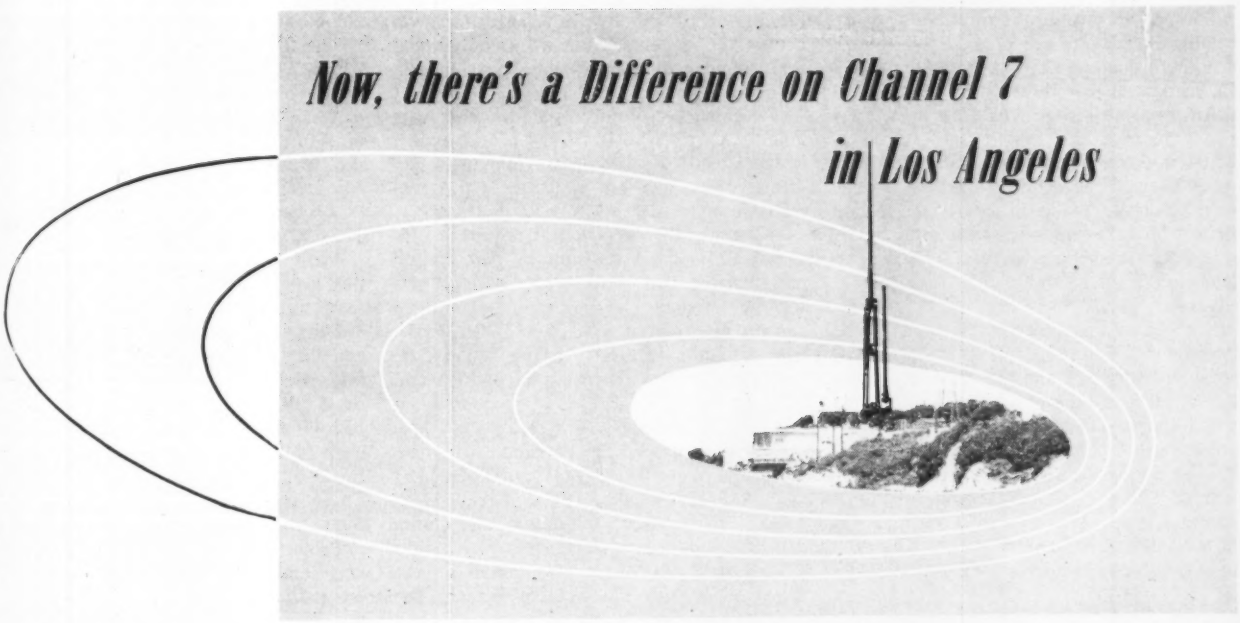
Make-up men receive $39.44 per day and



ABOUT THE AUTHOR

An attorney before he entered the TV film production business, Mr. Lindenbaum handles all labor negotiations for Filmcraft Productions, of which he is president and executive producer. Filmcraft is among Hollywood's foremost TV film makers. It produces Groucho Marx's *You Bet Your Life* (on NBC-TV with DeSoto-Plymouth Dealers as sponsor), is readying *The Mark Twain Television Theatre* series, having acquired radio and TV rights to Twain works, and has other packages in preparation.

Make-up men earn $39.44 a day
but can't work below the collar line.
Areas below the necks are the province of
the body make-up girl who earns
$25 a day.



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1. Picture sharper.
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4. Greatly reduces or eliminates "snow".
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6. Reduces interference from other stations, auto ignitions, amateurs, diathermy and other extraneous sources.

Super-Powered KECA-TV unites all of Southern California

(and even portions of Northern California)
into one BIG Channel 7 viewing area.

Now, more people in more places can enjoy a brighter, clearer interference-free picture than ever before on the Super-Powered Channel 7, KECA-TV.

There's a difference now on

KECA-TV

The Highest Power of all Los Angeles' Stations
American Broadcasting Company

Channel 7

Represented Nationally by
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a hairdresser is paid $29.44. The make-up man cannot touch the hair, nor can the hairdresser meddle with cosmetics. Each usually gets in several overtime hours a day because the players are readied for filming early, before camera crews report for work. If a scene calls for the women to be in V-neck formal attire or in bathing suits, then a body-make-up girl also must be hired at $25.04 a day. The regular make-up man is not allowed, according to union regulations, to apply make-up below the collar line. A large cast requires additional make-up experts and hair stylists. Each, the guild insists, can handle only four people a day.

Five "grip" technicians generally are needed for TV filming. The first grip receives $28.40 a day and the "best boy" gets $25.52. Both of these are needed two days in addition to actual shooting time to prepare and to "strike." Set operation grips, working under the first grip, have a minimum of $23.44. Camera boom operators receive $28.40. Usually two or more of the latter are used, one of these two working several days in addition to actual shooting.

Property Men

Two property men are needed for the average video film production. A head property man is paid $28.40 a day while the second property man gets $25.52. One or both are needed (to pick up and to return props) for several additional days over the time required for actually photographing the program.

Four members of the set dressing guild are usually required for the average TV picture. A head set dresser gets $52.09 a day and he's generally needed two days additionally. Regular set dressers working on a "swing gang"—changing over sets during night hours—get $21.32 a day. Several are usually needed. A drapery man, who handles only draperies, gets $21.32 as does a nursery man, who is the only one who can handle shrubs and flowers. Even though these different men complete their own particular job early, they are unable to do work that might fall in another's classification.

Each TV film production differs from another. The size of the electrical crew, consequently, is different for each program. As a general rule six men are needed in this category. A gaffer receives $28.40 a day while his "best boy" gets $25.52. Both are needed several days additionally to "rig" and to "strike" equipment. Lamp operators, usually four or more depending on the amount of equipment needed for filming, have a minimum of $23.44. Electrical operating laborers are paid $21.32. A generator operator, needed for location filming or in studios with generators, receives $17.58 per day but works only a six-hour regular day. Any time over the six hours is overtime.

Two men are usually needed in the stage labor department. Both, as a rule, report a day ahead of shooting and remain a day after. These men are paid $16.24. A special effects man draws $31.52 daily.

A set standby carpenter is required. He draws $23.44. A set standby painter and paperhanger also is necessary and he gets $27.60. Usually a sign writer is needed and he gets a minimum of $33.20. These men also are necessary during actual construction of sets. The number of men and time employed for this work, of course, depend on how large and luxurious the sets. The construction supervising foreman, usually a member of the studio's regular staff, is paid a weekly salary around $150. Cost of material for sets, as a rule, comes to about the cost of labor.

One must also have a watchman for the set to keep out unwanted visitors. The watchman gets $22.20. During location filming more than one might be needed. Also during locations, especially those on city streets, one or more motorcycle policemen are required to supervise traffic and to keep the more venturesome element of the public from dashing into the middle of scenes to get autographs. Cities, unfortunately do not provide these men. Usually off-duty officers may be called upon to help. Each receives a "welfare fund" gratuity of about $35 per day.

Hollywood Cowboys

If a picture being produced calls for horses, then a wrangler is required. A head wrangler gets a minimum of $36.71 per eight-hour day. His assistants, the number depending on how many horses went thataway, draw $17.44 for eight hours. Most, however, average around $40 a day for they "must" stay up to 2:00 a.m. to cover the horses from the cold and rise early to feed them.

If animals such as dogs and cats are used, then a trainer must be hired for a minimum of $4.58 an hour with an eight-hour guarantee. Generally, however, these men make their own deals and as such rarely run less than $50 a day. If tricks are required of animals, then an S.P.C.A. man must be on the set to see that no harm befalls the animal. He usually gets a gratuity.

Art departments of most TV film studios today are usually made up of one man, the art director. His guild calls for a minimum of $350 a week. There are also assistant art directors, sketch artists and draftsmen but these are not required at present.

The film editor has a minimum salary of $256.25 per week. There is no daily rate set for him. For this salary, he is supposed to work 54 hours per week, *i.e.*, six days of nine hours each (rarely done). However, the head film editor is usually an "on-call" editor. He is supposed to be available at any time he is needed. For this he is paid $324.22.

Most once-a-week programs need two film editors (usually the second man is at scale wages) in addition to one or two assistants. The assistants, who do not actually edit film but prepare it for the editor, making splices, syncing, etc., get $27.84 a day or $139.43 a week. Sound cutters get $21.44 and are usually needed a day for each half-hour show. Negative cutters receive $21.44 a day or $107.20 a week. These people are needed approximately a week for each 30-minute film presentation.

Projectionists, for running process equipment or screening of rushes and rough cuts, are paid $22.16.

Truck Drivers

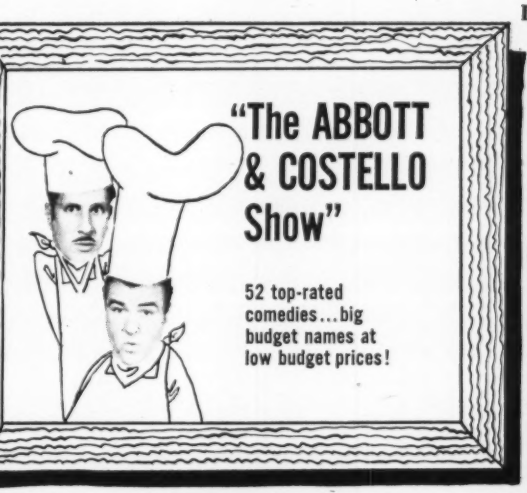
Union requirements also call for a driver for each piece of rolling equipment taken to locations. The key driver gets $21.08 a day. Equipment drivers receive $21.44 and additional drivers get $18.60. All, as a rule, make much overtime.

Music costs can come to almost anything, depending on what is wanted. An unpretentious score might run around $2,500, not including the AFM's 5% royalty fee. Musicians each get $42.75 for a three-hour minimum session. The contractor for the orchestra gets double the $42.75. Then there is the music supervisor, the director of the orchestra, the composer, singers, arrangers, copyists and royalties for use of tunes.

If the producer provides the story, then he must negotiate under terms of the Screen Writers Guild and the other organizations which now are challenging the SWG in the TV film field. Generally, these minimums for an episodic series are as follows: Story only, $120 for a quarter-hour, $200 for a half-hour and $380 for a one-hour show; teleplay only, $330 for quarter-hour, $550 for half-hour and $1,045 for a full hour program. If writer does both, however, there is a special rate of $420 for quarter-hour, $700 for half-hour and $1,330 for a full hour show. These are minimums and the bigger the name of the writer, the more he asks. The writer also participates in

your customer's frame of mind...

is the biggest factor in making a sale. That's why these success-proven Advertising Showcases on film — all created expressly for television — are making sales easier for aggressive LOCAL *and* REGIONAL *advertisers all over America.*



"The ABBOTT & COSTELLO Show"

52 top-rated comedies... big budget names at low budget prices!

"FOLLOW THAT MAN" starring RALPH BELLAMY

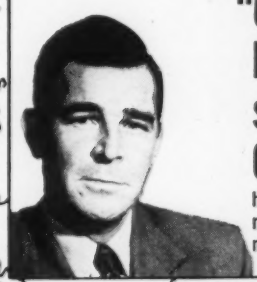
the exciting "Man Against Crime" films retitled for FIRST-RUN use in many TV cities.

"I'M THE LAW" starring GEORGE RAFT

26 new adventures with star-name drawing power for greater sales.

"FAMOUS PLAYHOUSE"

over 200 half-hour original dramas.. Hollywood names.. family appeal..proven sales-makers.



"CITY DETECTIVE" starring ROD CAMERON

high suspense and realism with Hollywood's man of action.

Every MCA-TV Advertising Showcase is expertly designed to create the right *frame of mind . . . week after week . . . that compels TV viewers* to buy! *For outstanding television shows on film THAT SELL — contact any MCA-TV office:*

another advertising *SHOWCASE ON FILM* from

MCA-TV Ltd

NEW YORK: 598 Madison Avenue — PLaza 9-7500
CHICAGO: 430 North Michigan Ave. — DElaware 7-1100
BEVERLY HILLS: 9370 Santa Monica Blvd. — CRestview 6-2001
SAN FRANCISCO: 105 Montgomery Street — EXbrook 2-8922
CLEVELAND: Union Commerce Bldg. — CHerry 1-6010
DALLAS: 2102 North Akard Street — PROspect 7536
DETROIT: 1612 Book Tower — WOodward 2-2604
BOSTON: 45 Newbury Street — COpley 7-5830
MINNEAPOLIS: Northwestern Bank Bldg. — LINcoln 7863

residuals. Added to this is the cost of stenographers, researchers and for mimeographing.

Much has been written heretofore regarding the Screen Actors Guild agreement with advertising agencies and television film producers. Basically it is this: An actor must be paid a minimum of $70 a day and he must be paid a day's wages for each commercial he does. If an actor regularly gets $200 a day for a spot announcement appearance, he must be paid that for each announcement he makes, even though he appears in as many as 10 in one day. He also gets paid by the number of times the commercial is telecast. In brief, the $200 a day actor can easily make $2,000 in one day (10 spots) and $8,000 from repeat telecasts. This is the reason the production of filmed commercials in Hollywood has dropped to practically nothing. And it is the reason for discord among various Hollywood unions at the present time.

Cinematographers are blaming the SAG for the large drop in the production of announcements. The SAG maintains actors use up their usefulness by repeat appearances. Both are loudly proclaiming their views in the Hollywood trade publications.

Extras in TV films get $22.50 for an eight-hour day. Sundays and holidays, of course, mean double time. Extras are paid transportation to and from the studio during interviews for roles and are paid for time spent in wardrobe fittings. Stand-ins get $17 for a day. Children under 18 years of age must have a school teacher on the set. Teachers are paid $23.54. Stunt people get $70 up depending upon the difficulty of the stunt.

Castes in Crafts

Each craft in Hollywood must do its own job. An electrician, for instance, is unable to lift a camera or move a prop. If a fire is to be lighted for a beach scene, a special effects man must strike the match. After eight hours, the workman goes on time and a half. Four hours of this and he goes on double time. Four hours of this and he is on triple time—or golden hours as it is referred to in the trade. If golden hours run into Sunday, it means the man is receiving five times his regular hourly rate. All daily labor, incidentally, must be paid within 12 hours of finishing the job.

These are just a few of the things the producer considers in budgeting a show. So-called "fringe" labor benefits for all basic crafts can amount to a costly sum rapidly. There is a 4% vacation minimum, a 2.4% for holidays and a five cents an hour (for guaranteed hours) for health and welfare funds. The producer also has to worry about camera and sound equipment, wardrobe and props, transportation, grip equipment, negative raw stock for camera and sound, prints, dupe negatives, answer prints, fine grains, fades, dissolves, titles, royalties for sound, dubbing sessions, scoring sessions, location equipment, transportation, retroactive wages, negative insurance, compensation and public liability insurance, social security, publicity, overhead, and several hundred other items.

Some days the producer feels he should have "stood" in bed.

Here are some problems which have

film maker

Jack Webb

KNOWN to radio-TV audiences for his portrayal of Sgt. Joe Friday in NBC-AM-TV *Dragnet*, Jack Webb is also one of the industry's most enterprising young business men. On the talent side, he is creator, director and star of the documentary series; on the business side, he is the video film executive who masterminds Dragnet Productions, Dragnet Enterprises and Mark VII Ltd.

Born in Santa Monica, Calif., 33 years ago, Mr. Webb passed up a scholarship to Chouinard Art Institute, L. A., to later join the Air Force, serving in World War II. Following his discharge as a pilot, he appeared on the radio scene portraying the title role in *Pat Novak for Hire*, heard over ABC West Coast radio stations for about a year out of San Francisco.

He returned to Hollywood in 1949 and, after appearing in such movies as "Sunset Boulevard," "The Men" and others, introduced *Dragnet* on NBC radio in June of that year. Liggett & Myers assumed sponsorship of it the next fall.

In December 1951, Mark VII produced a pilot film in which Mr. Webb asked for viewers' response and reaction to a proposed video version. The next month Liggett & Myers took it on an alternating weekly basis on NBC-TV, changing over to every week a year later.

Friday's Office

With contracts extending through the summer of 1956 with NBC and Chesterfield, production is in full swing at the Dragnet offices in the Walt Disney Studios in Burbank. One of the permanent sets is a complete replica of a Los Angeles Police Dept. detective squad room, authentic in every detail from calendars and photographs on the wall to the placement of the telephones. With approximately 150 people involved in the video operation, Mr. Webb and his two partners, Michael Meshekoff and Stanley Meyer, plan their production schedule by carefully budgeting their working time.

During shooting, they film four programs in a period of two weeks, take a week off for editing, cutting and narrations and then resume the two-week filming schedule. Each program takes about three days of production and calls for approximately 10,000 feet of film.

Thus far, 65 films have been completed and by December enough films will be in the can to provide weekly telecasts until November of next year.

Planning to take advantage of this backlog of product, Mr. Webb the first of next year will start production in color of *Pete Kelly's Blues*. The adventure-mystery series with a jazz background, broadcast on NBC radio for 13 weeks two years ago, has long been one of his favorites and he will star in the series. Meanwhile, the first *Dragnet* films are being syndicated by NBC Film Division for re-runs this fall as *The Cop*, in addition to the current series seen in 58 markets.

Aim Is Realism

Working closely with the police department in his insistence on authenticity and realism, he is an exacting perfectionist. Coupled with his untiring effort to draw the finest performance from his staff, crew and actors are his inherent qualities of patience, understanding and insight into human behaviour.

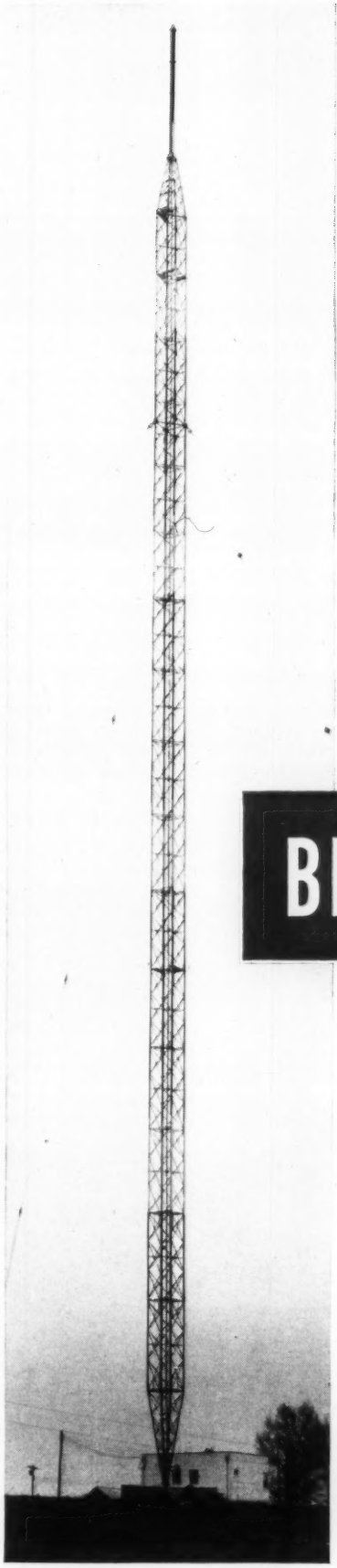
Jack Webb, the family man, lives with his wife, former actress Julie London, and children, Stacy, 4, and Lisa, 9 months, in suburban Encino. They met 16 years ago at a jazz concert, later started dating and married in 1948. His free time, of which there is very little, is spent indulging his hobbies of art and music—he is a collector of jazz records. Perhaps his principal interest, though, is the 16mm camera projector on which he runs movies in his efforts to study and master techniques.

A tireless worker for Cerebral Palsy, he serves on the executive board and is president of the Southern California funds drive, in addition to emceeing numerous telethons and benefits on behalf of the cause.

Regardless of conditions— BLAW-KNOX CAN BUILD YOU A *BETTER* TV TOWER

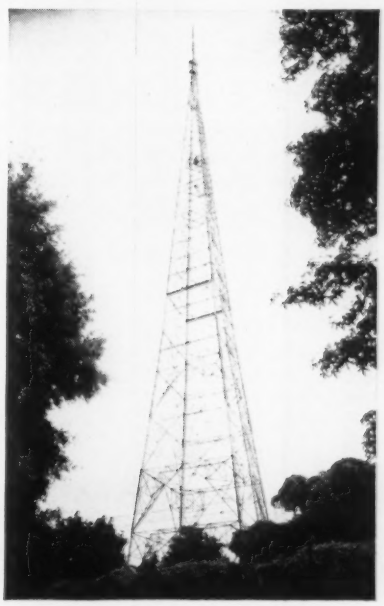
Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas . . . in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

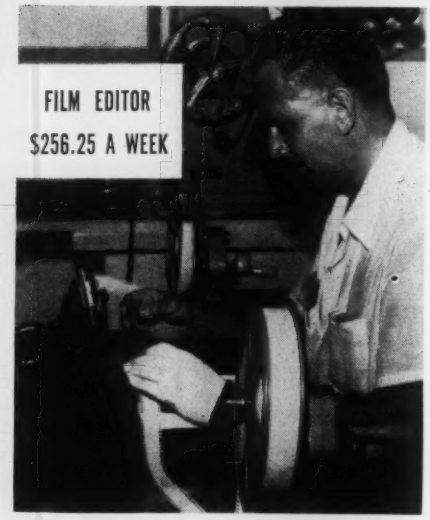
Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.



BLAW-KNOX

BLAW-KNOX COMPANY
BLAW-KNOX EQUIPMENT DIVISION
PITTSBURGH 22, PA.





arisen because of the union requiring a *larger minimum of men* than the producer believes he should have for most efficient operation!

The camera union requires for each camera an operator and an assistant. In addition, there must be a head man (director of photography).

If the camera is to be moved, the grips' union requires at least one grip to push and pull the camera, and the sound union requires a cable man to move the cable attached to the camera.

If there are three moving cameras at one time, we would find on each two cameramen, a grip, and a cable man, or four men. In addition, there is still the head cameraman.

Six Do Work of Three

The electricians, too, now require a minimum crew of six men per day on each program. In many cases an electrical crew of half the number can in normal times, with easy effort, suffice. In some cases the producer may think it is wise to divide the electrical crew, so that some do the rigging on days before shooting, and others work on the days of shooting. Such planning goes counter to union requirement of minimum crews.

The teamsters union requires a union driver on location to stand by each vehicle as long as the vehicle is not completely unloaded. Thus, if a single piece of heavy equipment remains on the truck, the driver cannot be used to drive another vehicle. It matters not that the item remaining on the truck has its best use in that place. It must be placed on the ground before the driver can be released to do other work.

We have been considering TV labor primarily in Hollywood. Analogous, but different, problems exist outside Hollywood.

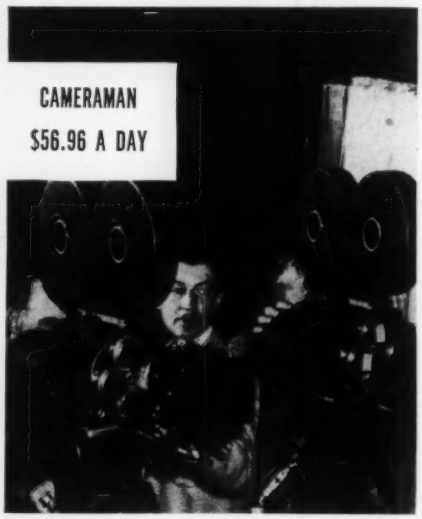
But TV cannot be considered a local matter. For TV, the entire country is one community. In fact, the entire world becomes a single world for TV production.

The fine separation of crafts does not prevail in New York as it does in Hollywood. Electricians, grips, and even sound men, can be found in a single local union. In most instances the men can do whatever work is assigned to them.

However, a producer budgeting a TV film to be made in New York or Hollywood, must use totally different scales. The hours of labor in New York end at 5:30 in the afternoon. Any time after that is time and a half. In Hollywood, the time begins to run at any time during the day (except Sundays, holidays, etc.). There is a 10% penalty after 8 p.m.

Since so many programs which require audiences prefer the evening audience, they must be filmed at night. For Groucho Marx, our crew call is 4 p.m. and the men are finished at about 11 p.m. In New York, we would be required to pay for a full day for the time from 4 p.m. to 5:30 p.m., and time and a half for the period from 5:30 p.m. to 11 p.m.

Outside New York and Hollywood, the union rules are not strongly enforced. It is very difficult to police the vast area of the United States. Competition of producers not bothered with union scales has, in many instances, seriously hurt the New York and Hollywood producers. That is particularly true as to commercial films. A great many of them are filmed outside the two large



film centers.

Recently, the American unions began to realize the encroachment of foreign TV film making on American film producers. There are, of course, labor unions in practically every film center in the world. But the rules are lax, and enforcement more lax.

That entire problem is in flux at this time.

As TV matures, producers and unions will mellow in their relationship. Perhaps all will realize that *TV is in fact a completely separate industry*, composed of the best elements of radio, stage, and motion picture, but not confined to any one.

Perhaps all television, live, film, kinescope, or any new development, will come under one jurisdiction.

Perhaps new equipment will be developed for the new medium, which will junk the ridiculous equipment now used by motion pictures. No longer will it be necessary to waste 12 seconds, and all the film raw stock, developing and printing, and time of handling, used while a camera comes up to speed when started, and slows down at the end.

TV electronic cameras start and stop instantaneously. Motion picture cameras will have to compete.

No longer will outrageously large dollies and cumbersome tracks be necessary to move cameras. TV dollies have put motion picture dollies to shame. No longer will it be necessary to have a man on the camera, just to keep it in focus as it moves.

A live TV camera operator can move his light-weight camera and dolly, focus it as he goes, kick his cable out of his way and take an excellent picture.

One man can do the work it takes *four* men to do in motion picture technique. And the one man works no harder than any of the other men. But he does work so much more efficiently.

Personnel will be trained especially to do work for television.

Motion picture sound men, untrained to catch audience reactions, and radio ground men, untrained to catch the finer qualities of sound beyond present radio needs, will merge their talents and become *television* sound men.

When such advances occur both in technology and in union-managment relations, they will represent a more logical way of doing business than now obtains in this new and different industry.

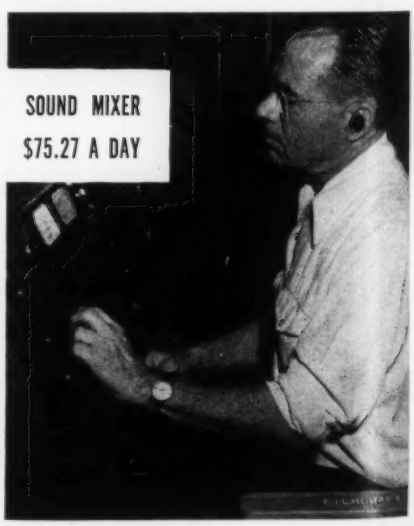
What Came Naturally

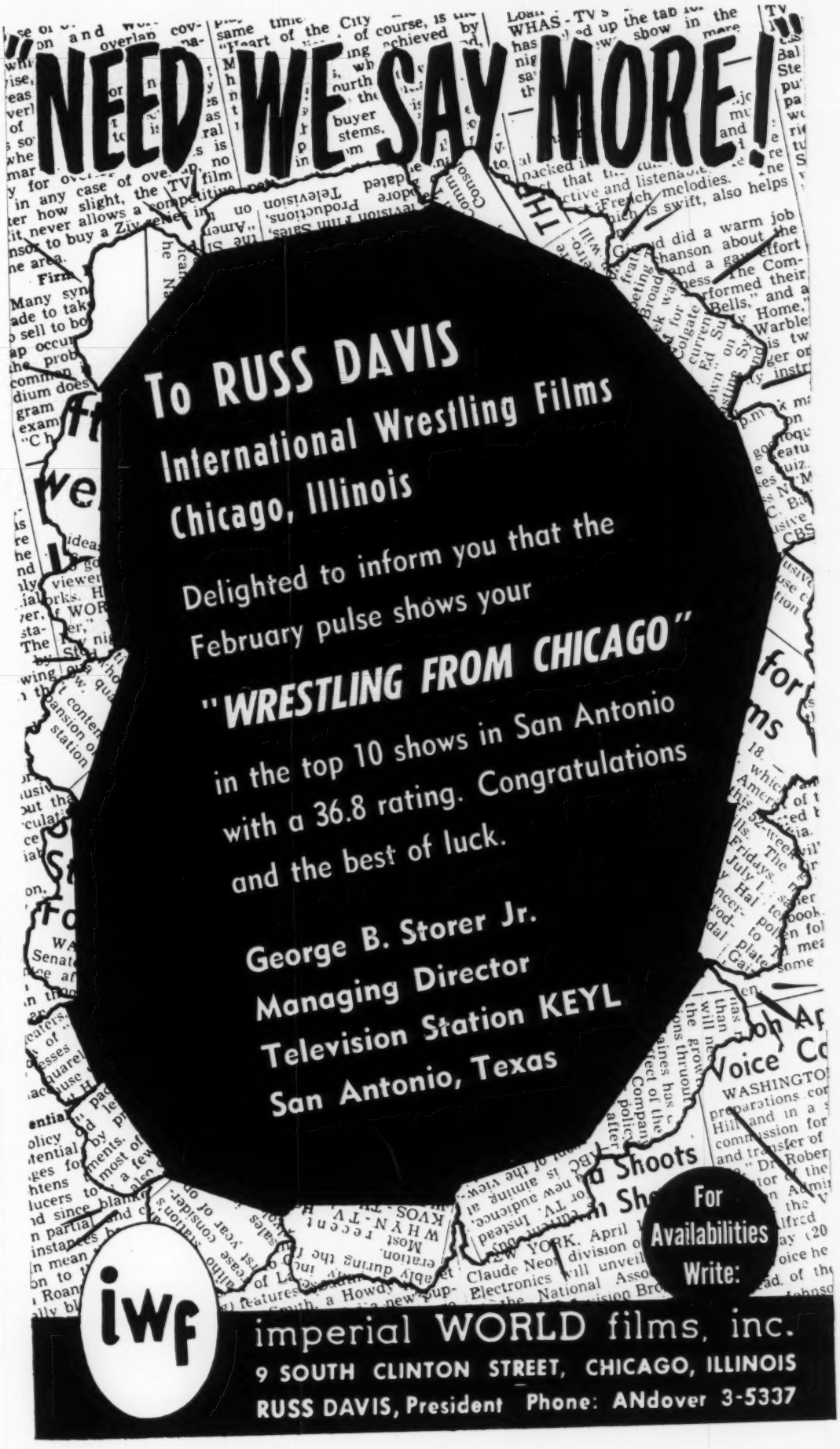
But however illogical the current situation may appear, it is the natural consequence of historical developments. When unionism first appeared on the horizon many years ago, the employer was solidly entrenched. He resented and resisted the theory that labor had a right to be represented in industry because of its vast contribution to the product.

Labor union organizers were considered agitators and Bolsheviks. Beatings, lockouts, physical violence and other forms of abuse by the employer were regular procedure.

Organized labor, however, continued to gain strength, and the pendulum began to swing violently in the other direction. In the TV film industry it has swung to an extreme, and what is now needed is a restoration of balance.

Such a balance can be achieved only when management and labor begin to cooperate.




NEED WE SAY MORE!
To RUSS DAVIS
International Wrestling Films
Chicago, Illinois
Delighted to inform you that the February pulse shows your
"WRESTLING FROM CHICAGO"
in the top 10 shows in San Antonio with a 36.8 rating. Congratulations and the best of luck.
George B. Storer Jr.
Managing Director
Television Station KEYL
San Antonio, Texas
For Availabilities Write:
iwf
imperial WORLD films, inc.
9 SOUTH CLINTON STREET, CHICAGO, ILLINOIS
RUSS DAVIS, President Phone: ANdover 3-5337

ZIV's NEW SHOW IS
TV DYNAMITE!

FROM THE SECRET FILES

STARRING HOLLYWOOD'S BRILLIANT ACTOR

RICHARD CARLSON

IN THE TRUE-LIFE STORY OF A PATRIOTIC YOUNG AMERICAN WHO LED 3 LIVES IN THE SERVICE OF OUR COUNTRY!

1. CITIZEN! 2. COMMUNIST! 3. COUNTERSPY FOR THE FBI!

"I LED 3 LIVES"

TENSE because it's **FACTUAL!** GRIPPING because it's **REAL!** FRIGHTENING because it's **TRUE!**

EACH HALF-HOUR A TRUE-LIFE ADVENTURE!

YOUR OPPORTUNITY

TO HAVE THE MOST TIMELY AND IMPORTANT TV PROGRAM IN YOUR CITY!

XUM

OF A COUNTERSPY FOR THE F.B.I.!

TREASON ON OUR DOOR STEP . . . THIS MAN SLAMMED THE DOOR!

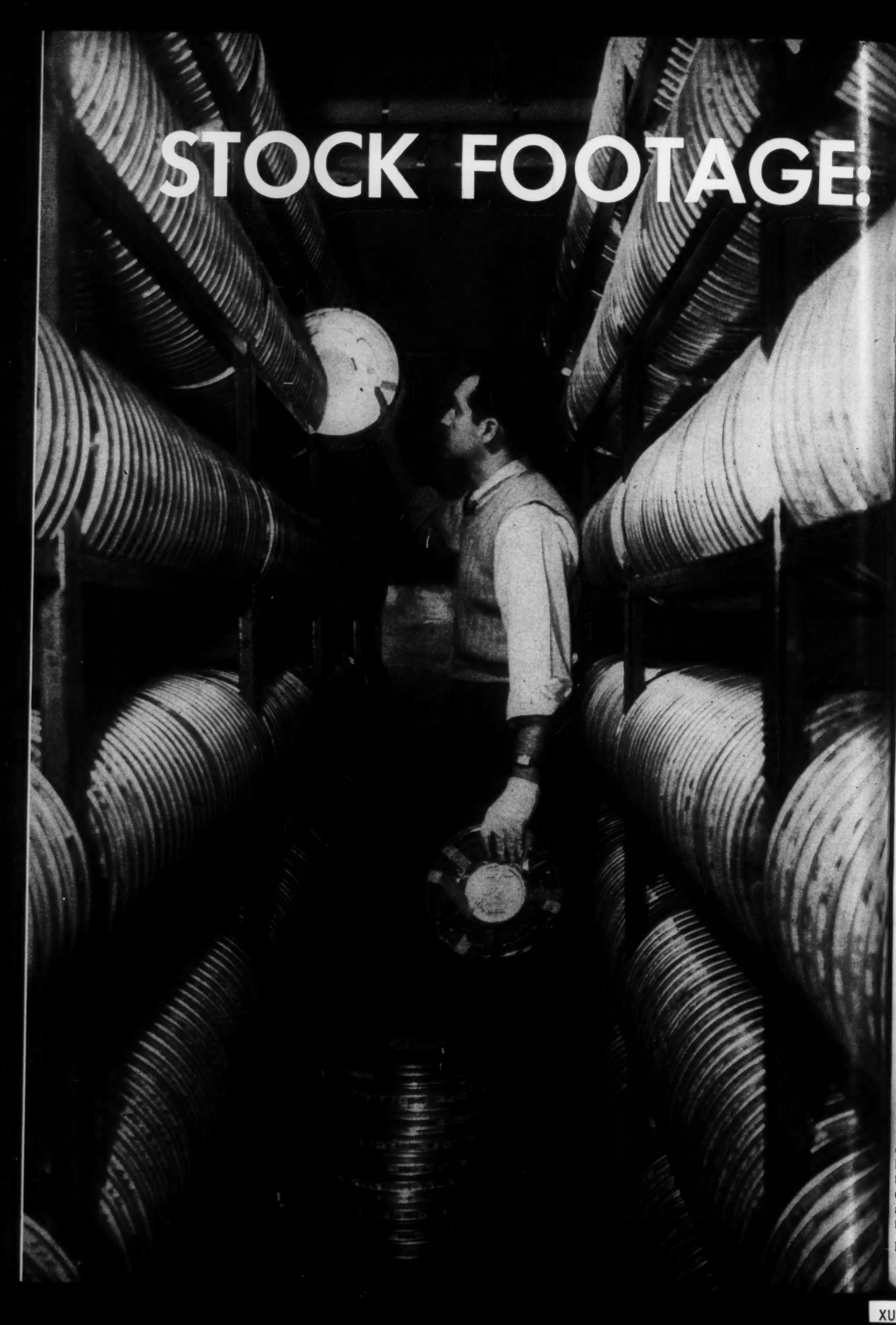
Not just a script writer's fantasy—but the authentic story of the Commies' attempt to overthrow our government! You'll thrill to the actual on-the-scene photography . . the factual from-the-records dialogue.

Taken from the secret files of a counterspy for the FBI. Authentic sets and scripts personally supervised by Herbert Philbrick, the man who, for 9 agonizing years lived in constant danger as a *supposed* Communist who reported daily to the FBI!

NEVER BEFORE HAS SUCH A DRAMATIC DOCUMENT APPEARED ON TV!

ZIV-TV

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD



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XUM

HOW TO USE IT

Live or filmed TV shows can be brightened with the proper touches of authentic film sequences which would cost a fortune to get if they weren't already in the can.

By **Frank C. Lepore**

Manager, Film & Kinescope Operations, NBC Film Division

YOU are shooting a motion picture or a full-minute TV film commercial spot, or maybe producing a live television show. You suddenly find you need a film sequence of an Arab riding on a camel through the desert at high noon, looking very hot.

Do you go into the desert to shoot? It would cost a fortune. Do you hire a Pinkerton man to track down the necessary footage? No longer necessary.

TV producers, motion-picture producers, advertising agencies, industries both light and heavy, and many other organizations and individuals are gradually discovering that a library of stock film footage can save them time, money, headaches and worry.

Suppose you are the program manager of a new television station. You have some time to fill, and you want to do it inexpensively as well as attractively. A music school in your city has excellent performing talent. You can avail yourself of this talent, but you also know that a purely musical show on television might be visually static. To enliven the program, appropriate film clips to accompany the music will do much to rivet the attention of the TV audience.

For Local Programs

Entire local programs can be, and have been, built with stock film footage. Sports shows, quiz programs, panel discussions and educational shows can be based on film. A popular local announcer, using film clips for his material, can run a quiz program. A locally televised football game can be preceded by a sports show on film. The same is true for other games.

Local commercials, composed of stock film footage, are highly effective. Many local events, which may have been covered briefly by an NBC newsreel cameraman, make fine local special-events programs, with the footage supplied by the NBC Film Library. The visit of a celebrity during a campaign trip, a pancake-eating contest which took place in the city—there is always more footage available on these subjects than was originally shown on the network news program for which the film was taken.

A local little-theatre group may want to do a production on your station. A film library has every kind of scenic background for rear projection. A live dramatic production, furthermore, can be given polish and authenticity with the use of stock film footage, interspersed between live scenes, to denote passage of time, transition and travel.

Or you may have made time for an educational program. A local authority on nuclear fission is scheduled to deliver a talk on the atom bomb. You can illustrate his lecture with fascinating film footage about atomic energy (the "Atom Bomb" category in the NBC Film Library includes everything from "cyclotron" to "secrets stolen").

By the same token, a local discussion program can be given another dimension with the use of appropriate films—whether the subjects range from conservation of natural resources to military preparedness, or from beauty contests to zebras in Africa.

A tire manufacturer may want to produce a film commercial about the rubber industry. A soft-drink distributor may want to take the TV audience inside a bottling plant. A refrigerator manufacturer needs to make his potential customers feel cool on a hot summer night with pictures of winter sports at Lake Placid. All of these clients can obtain the right footage in a stock film library.

The producer of an entire TV film series can save vast amounts of money by submitting his scripts to a film library, which can supply more stock shots than he ever dreamed existed.

Located at 105 East 106th Street, New York City, the NBC Film Library, with 17,000,000 feet of minutely cross-indexed film, is the world's largest library of stock film footage especially adaptable to television. Eighteen people, working under the supervision of Irving Traeger, keep abreast of the new film as it comes in, at the rate of 240,000 feet a month, primarily from NBC's newsreel operation. Nine years ago, NBC began cataloguing and cross-indexing the film it had on hand, then about 2,000,000 feet. Today the 17,000,000 catalogued feet of film are broken down into more than 18,000 subjects ranging from "Academy" to "Zululand."

The most completely cross-indexed library of specially photographed film for television use, the NBC Film Library is composed primarily of closeups and medium closeups, with a minimum of long shots. The library is home grown to the television industry, built from the ground up as an important by-product of TV's dynamic growth.

The sub-classifications are so carefully broken down that the "Food" category includes everything from "anchovies" to "zabaglione" and the "Personalities" file runs from "Acheson" to "Zacharias." The library services the mystery-drama field with such subject headings as "blood," "corpses," "coffins," and "mortuaries." Public service plugs are augumented with every kind of "drive" from "bonds" to "tuberculosis."

Many NBC-TV shows use the Stock Film Library on a regular or parttime basis. Supplied are fashion and food shots for women's shows; scenic background for rear projection; round-the-world coverage for travel programs; boat, train and plane shots denoting passage of time or plot action to heighten the impact of dramatic shows. Now available to local stations and outside producers, the NBC Film Library helps to solve many local programming and production problems.

Examples of other demands made on the library are calls for such shots as a montage of parades to illustrate martial music on *Voice of Firestone*, various scenic backgrounds for *Your Hit Parade* (Las Vegas gambling tables for "Wheel of Fortune," shrimp boats for the song of that name). When station KTXL-TV came on the air in San Angelo, Tex., recently, the program manager wanted to present films of the tornado which had struck that city. We supplied the film for the station's premiere program.

Handbook of Service

The NBC Film Library handbook—the first such guide ever published by a film library—is a detailed booklet listing all the major subject headings (over 2,200 of them) and giving complete, easy instructions on how to obtain exactly the footage a producer needs in the shortest possible space of time.

The booklet indicates that a written request for a specific shot will be answered immediately with file cards giving full descriptions of the film which incorporates the shots or sequences desired, and a price list. Some users of the library have acquired the habit of sending in entire shooting scripts, because they know that the library can supply a large amount of the footage required.

The Library was established to make available a wide variety of subjects for immediate use to avoid the expensive alternative of sending a camera crew out on location to obtain the same shot.

13 Good Film Deals for New TV Stations

TO attract new television stations in their quest for film programming, several companies lately have come up with special offers for beginner outlets. The principal ones of these, as found in a B•T survey of the field, are listed in the accompanying tables with essential details of their respective plans. The list is limited to firms making special offers to new outlets. In some cases, however, the "number of markets sold" listing includes sales to established stations at the regular rate as well as sales to new stations at the special rate. And in some cases there is no figure on markets sold—where the beginner plan is new, for example, and currently is, or only recently was, offered to stations for the first time.

CONSOLIDATED TELEVISION SALES

Sunset Blvd. at Van Ness, Hollywood 25, Calif.

(Station Starter Plan)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
FRONT PAGE DETECTIVE	Crime	30 min.	39	45	
PUBLIC PROSECUTOR	Crime	15 min.	26	45	
HOLLYWOOD HALF HOUR	Drama	30 min.	26	45	Station's one-hour Class "A" rate per week for period of 18 months for unlimited run of entire catalogue.
JACKSON & JILL	Comedy	30 min.	13	45	
RINGSIDE WITH THE RASSLERS	Sports	60 min.	52	45	
PARADISE ISLAND	Musical	15 min.	26	45	
CRUSADER RABBIT	Children's	5 min.	195	45	
TELEVISION CLOSEUPS	Variety	5 min.	26	45	
GOING PLACES WITH UNCLE GEORGE	Travel	10 min.	26	45	

DuMONT TV FILM SALES

515 Madison Ave., New York 22.

(New Station Film Package)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
MADISON SQUARE GARDEN	Sports	30 min.	39	4*	$1,170 ($30 per showing)
SCOTLAND YARD	Mystery	30 min.	13	4*	780 ($30 per showing)
PATHE HY-LIGHTS	News Features	15 min.	26	4*	780 ($15 per showing)
FEATURE FILMS	Varied	Varied	28	4*	1,400 ($25 per showing)
					$4,130 total

* *Sales to date as a package. Individual series are running in other markets at regular list prices.*

NOTE: To qualify for this New Station Film Package, a station must have commenced telecasting after Nov. 1, 1952, and must be located in a city having a population under 75,000. Package provides for one run of Madison Square Garden, two runs of each of the three other series.

(Continued on page 104)

45 television station owners have stopped worrying!

They've bought the STATION-STARTER PLAN*

, they have problems. Stations always But the owners of 45 new television ons have something else . . . *profits.* substantial profits from the programs ded in the Station-Starter Plan.

fact, the Station-Starter Plan is the film package plan to offer stations a to make money during the initial ths on the air. It's also the only plan fer completely diversified program- : comedy, drama, mystery, sports, l, music, juvenile.

d...it's the *only* plan to include these al advantages:

UALITY PROGRAMMING. No old movies t nine complete film series made essly for television, including: t Page Detective, Hollywood Half Public Prosecutor, Ringside With the Rasslers, Crusader Rabbit . . . literally hundreds of different programs.

ROCK-BOTTOM COST. 100% of the new station's class A, one-hour *starting* rate. With no increases in cost as the rate goes up. As few as five one-minute spots a week will cover all of the costs of the Station-Starter Plan.

UNLIMITED USE. No reservations on sales. No restrictions on runs. Yours for 18 months to sell as often as you like . . . for as much as you like.

COMPLETE MERCHANDISING. Slides, ad mats, publicity photos, posters, premiums . . . full promotion for faster sales.

AUDITION PRINT LIBRARY. Prints on every series to sell your local prospects. Plus a continuous supply of rating and sales ammunition.

No wonder the Station-Starter is television's fastest-selling package plan!

Start your new television station with a profit. A quick, sizeable profit on programming that is currently successful in markets large and small, established and new!

For further details, write or wire the nearest Consolidated office: 25 Vanderbilt Avenue, New York 17; 520 N. Michigan Avenue, Chicago 11; Sunset at Van Ness, Hollywood 28; P.O. Box 6445, Houston 6; 890 Peachtree Street, N.W., Atlanta 3.

Consolidated Television Sales

e way, there is just one "Station-Starter Plan." It belongs to Consolidated. It's widely imitated. Just imitated, not equaled.
u would like the addresses of the stations that have bought the Plan, drop us a line.

KLING STUDIOS INC.

601 No. Fairbanks Court, Chicago.

(Kling Studios Inc. Plan)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
FILE FACTS	Women	3 min.	10	5	Rental $15 per unit
PARADOX	Dramatic	3 min.	26	7	Rental $15 per unit
BOXING AT RAINBO	Sports	30 min.	26	11	Rental as low as $40.50 per unit
OLD AMERICAN BARN DANCE	Musical	30 min.	26	19	As low as $65 per unit
UNCLE MISTLETOW	Children	15 min.	26	—	Now being offered for Christmas programming. Can run as low as $25 per unit with 10% discount for 26 unit contract
KING CALICO	Children	15 min.	65	—	As low as $22 per unit

MARCH OF TIME

369 Lexington Ave., New York.

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
MARCH OF TIME	Documentary	30 min.	52 per year	80 in '52-'53 series	$75 up per show
CRUSADE IN THE PACIFIC	Documentary	30 min.	26	50 in first run	$50 up per show
AMERICAN WIT AND HUMOR	Drama	30 min.	13	—	$35 up per show
BALLETS DE FRANCE	Music-Dance	15 min.	26	—	$50 up per show
OUR LIVING LANGUAGE	Educ.-Drama	15 min.	—	In production for fall	———

MCA TV LTD.

598 Madison Ave., New York.

(New Market Formula)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
FOLLOW THAT MAN	Crime	30 min.	26	—	"New Market Formula" said to provide substantial savings to new stations buying one or more properties on 52-week basis.
ABBOTT & COSTELLO	Comedy	30 min.	52	—	
I'M THE LAW	Crime	30 min.	26	—	
FAMOUS PLAYHOUSE	Drama	30 min.	200	—	
CITY DETECTIVE	Crime	30 min.	26	—	

MOTION PICTURES FOR TELEVISION INC. (MPTV)

655 Madison Ave., New York.

(MPTV Library Plan)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
WESTERNS & FEATURES	Westerns-Features	Full-Length	1,000	70	Reduced rates depending on volume of hours purchased, the market itself and station rate card.

OFFICIAL FILMS INC.

25 West 45th St., New York.

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
MUSICAL-SHORTS	(Top names in entertainment world)		300 to 500	over 50	Entire library is available to new stations at "very low cost."
CARTOONS			50 to 75	over 50	
SPORTS AND MISCELLANEOUS SUBJECTS	(Including animal, adventure, religious, educational, other subjects).		26	over 50	

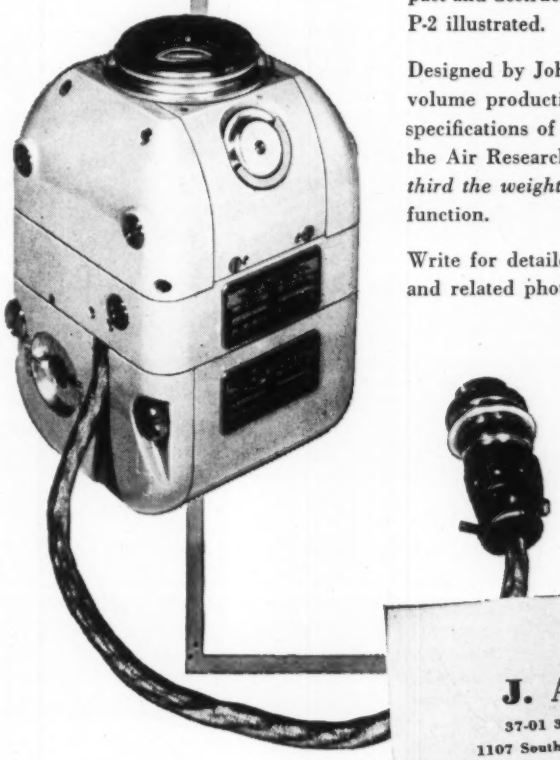
COMBAT PHOTO RECORDS

FROM WORLD'S FASTEST FIGHTERS...

A supersonic jet fighter on a bombing or rocket-strafing mission needs something special in the way of a camera for recording impact and destruction by its weapons. Such a camera is the Maurer P-2 illustrated.

Designed by John A. Maurer, President, developed and now in volume production at the Maurer plant, the Maurer P-2 meets specifications of the Photographic Reconnaissance Laboratory of the Air Research and Development Command—yet is only *one-third the weight* of any previous type camera designed for this function.

Write for detailed information on other high-precision cameras and related photographic equipment.



THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

J. A. MAURER, inc.

37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

•

Cable Address: JAMAURER

16mm maurer

maurer *means finer motion pictures!*

SPECIALTY FILMS

1501 Broadway, New York 36, N. Y.

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
FEATURE FILMS	Varied	Full-Length	69	—	Entire library is available to new stations at $30 and up per subject for one run, with frequency discounts for multiple runs.
FULL LENGTH WESTERNS		Full-Length	37	—	
THE IVAN SANDERSON-BIG GAME HUNT	Jungle Adventure	30 min.	26	—	
STARRING BUSTER CRABBE	Adventure	30 min.	26	—	

STERLING TELEVISION CO.

316 W. 57th St., New York.

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
PAUL KILLIAM SHOW	Comedy	15 min.	52	3	Any show available on 13-week contract at price "way" below basic commercial price for that market. If show becomes sponsored during 13-week period, price reverts to regular commercial rate.
INTO THE NIGHT	Drama	30 min.	26	23	
ADVENTURES OF FEARLESS FOSDICK	Comedy-Satire	30 min.	13	3	
RAY FORREST SHOW	General Interest	30 min.	39	new	
THIS WORLD OF OURS	Travel	15 min.	26	1	
ARMCHAIR ADVENTURE	Adventure	15 min.	104	42	
BEAT THE EXPERTS	Sports Quiz	15 min.	65	10	
VIENNA PHILHARMONIC ORCHESTRA	Classical Music	15 min.	13	2	
KING'S CROSSROADS	General Interest	30 min. 60 min.	104 52	24	
WONDERS OF THE WILD	Wildlife	15 min.	26	3	
ANIMAL TIME	Children's	15 min.	104	new	
MEET THE VICTIM	Mystery	15 min.	26	36	
GOING PLACES WITH GADABOUT GADDIS	Fishing	15 min.	26	18	
WORLD WE LIVE IN	Travel	15 min.	52	new	
FOR THE LADIES	Women's	15 min.	52	new	
ADVENTURES IN SPORTS	Sports	15 min.	26	2	

UNITED ARTISTS TELEVISION CORP.

729 Seventh Ave., New York.

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
(Special Package Offer No. 1)					
UNK & ANDY	Children's	15 min.	26	—	All three for $40 per week on 52-week contract
FUN WITH FELIX	Comedy	15 min.	13	—	
FEMININE ANGLES	Women's	15 min.	13	—	

(Continued on page 108)

In the latest TV spots for Lucky Strike, Sarra again amuses, amazes, and sells with stop motion. To Lucky's conga theme song, trademark-disks line up, parade and 'bout face to show "L.S.M.F.T."; then dissolve into dancing cigarettes followed by a solo turn of the "tear down" test. A surprise twist introduces a flash of live action with a girl emerging from the trademark bull's-eye to drive home the sales message. Produced by SARRA for the American Tobacco Company through Batten, Barton, Durstine & Osborn, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

BEST LONG-TERM INVESTMENT IN TV STUDIO SPEECH CONSOLES

the New GATES CC-1 "Program Master"

- Versatility — by reason of wide range of plug-in amplifiers
- Accommodates 14 plug-in units, 10 pre-amplifiers, 2 line amplifiers, 1 monitoring amplifier, 1 power supply
- Buy this GATES Console with the number of amplifiers needed — add later for expansion

Here is a TV speech console that can grow with your station. Meets ALL large studio demands for TV (and AM too) yet is flexible enough for any station requirement.

It features NEW GATES PLUG-IN amplifiers throughout. There's room for 14 — but you buy only what you need and add later as you need them.

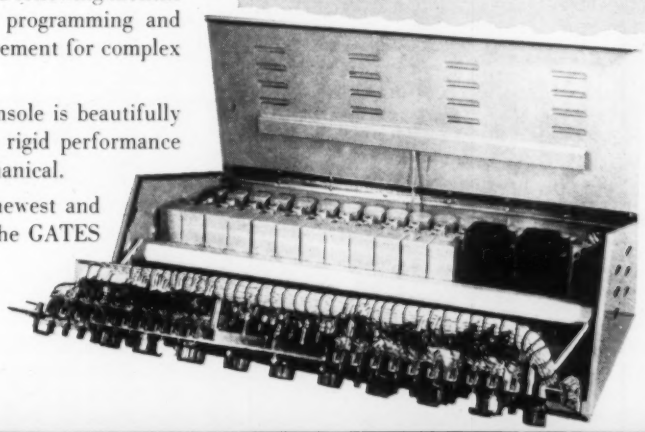
The NEW GATES CC-1 was designed following months of study covering all phases of TV programming and production. It fully meets every requirement for complex or simplified production techniques.

The NEW GATES CC-1 Speech Console is beautifully constructed, providing a new high in rigid performance standards — both electrical and mechanical.

Before you invest, investigate the newest and latest in speech input equipment — the GATES CC-1 "PROGRAM MASTER".

Outstanding Features

- Ten mixing channels
- Provision for ten or lesser number of pre-amplifiers
- Provision for single or duplicate line amplifiers
- Choice of 8 or 16 watt monitoring amplifier
- Complete remote line, cueing, over-ride and auxiliary switching facilities
- Provision for patch panel termination of all major circuits
- Duplicate VU meters
- Group control of any number of mixing positions provided by two SUB and one MASTER gain controls
- Color coded control facilities



GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U. S. A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

(United Artists—Continued from page 106)

(Special Package Offer No. 2)					
CLETE ROBERTS' WORLD REPORT	News-Interviews	15 min.	150	—	One to three per week on 52-week contract for $30 weekly
(Special Pacakge Offer No. 3)					
JOHN KIERAN'S KALEIDOSCOPE	General	15 min.	52	—	Both for $55 per week on 52-week contract (one run each)
BROKENSHIRE, HANDYMAN	Men's	5 min.	52	—	
(Special Package Offer No. 4)					
COWBOY G-MEN	Western	30 min.	26	—	Two runs each for $75 per week on 52-week contract
("Super-Special Offer")					All four packages for $187.50 per week on 52-week contract

NOTE: These offers available to new stations with no more than 30,000 receivers in their service areas.

UNITY TELEVISION CORP.

1501 Broadway, New York.

(Unity Television Corp. Library Plan)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
FEATURE GROUP S	Drama	60 min.	17	—	All films to new stations are at a discount. Prices upon application.
FEATURE GROUP R	Drama	60 min.	37	—	
FEATURE GROUP K	Drama	60 min.	67	—	
FEATURE GROUP E	Drama	60 min.	62	—	
FEATURE GROUP N	Drama	60 min.	14	—	
FEATURE GROUP T	Comedy	60 min.	4	—	
FEATURE GROUP L	Comedy	60 min.	10	—	
FEATURE WESTERNS	Western	56 min.	43	—	
STREAMLINERS	Comedy Features	50 min.	16	—	
SERIALS		First chapter 28 min., subsequent chapters 18 min., (15 min. segments available).	22	—	
HALF HOUR THEATRE	Drama	30 min.	36	—	
HALF HOUR WESTERN THEATRE	Western	30 min.	41	—	
1-REEL SOUND CARTOONS	Cartoon	8 min.	125	—	
LAUREL AND HARDY	Comedy	18 min.	53	—	
CHARLIE CHASE	Comedy	18 min.	53	—	
TWO-REELERS	Comedy	18 min.	99	—	
STARS ON PARADE ("Plus 80" Package)	Shorts	10 min.	20	—	
INTERNATIONAL MASTERPIECES	First Class Features	60 min.	20	—	

In a series of TV spots just completed for Salada Tea, Sarra establishes identity with a novel device . . . To the tick-tock rhythm of the "Tea Time" theme song a pendulum wipes in, wipes out tea-making and serving situations and the Salada package. Animation tells the story of "high grown" teas with mountains and a close-up of tea leaves silhouetted against a rising moon. A reprise of the pendulum, glasses and the package gets over the sales message with dramatic impact. Produced by Sarra for Hermon W. Stevens Agency and the Salada Tea Company.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

CHARLIE CHAN SERIES	Mystery-Adventure	60 min.	20	—
ALL STAR ADVENTURE CLASSICS	Outdoor Epics	60 min.	20	—
MAJOR HOLLYWOOD PACKAGE	Drama	60 min.	20	—

UNITED TELEVISION PROGRAMS

360 No. Michigan Ave., Chicago.

(Package Program Plan)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost
ROYAL PLAYHOUSE (Fireside Theatre)	Drama	30 min.	52	47	Savings of about 1/3 on individual price of each show — 286 half-hours, 65 quarter-hours. In minimum-size town cost averages less than $37 per half-hour of program time.
HEART OF THE CITY (Big Town)	Adventure	30 min.	52	56	
COUNTERPOINT (Rebound)	Drama	30 min.	52	39	
DOUBLE PLAY WITH DUROCHER & DAY	Sports	15 min.	39	31	
HOLLYWOOD OFFBEAT	Mystery	30 min.	26	38	
ENCHANTED MUSIC	Musical	30 min.	26	21	
SLEEPY JOE	Children	30 min.	26	21	
THE CHIMPS	Comedy	15 min.	26	23	
OLD AMERICAN BARN DANCE	Musical	30 min.	52	37	

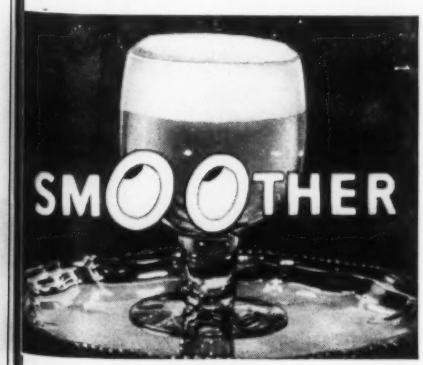
ZIV TELEVISION PROGRAMS INC.

488 Madison Ave., New York

(Program Package Plan)

Name of Film	Category	Length	No. of Units or Episodes	No. Markets Sold To Date	Cost*
CISCO KID	Western Series	30 min.	104+	105	
THE UNEXPECTED	Non-Serial Dramas	30 min.	39	89	
FAVORITE STORY	Non-Serial Dramas	30 min.	52	100	
BOSTON BLACKIE	Detective Series	30 min.	104+	96	
YESTERDAY'S NEWSREEL	Historic Newsreel	15 min.	104+	66	
STORY THEATRE	Non-Serial Dramas	30 min.	26	60	
LIVING BOOK	Bible Stories	30 min.	13	42	
YOUR TV THEATRE	Non-Serial Dramas	30 min.	52+	70	
SPORTS ALBUM	Great Sports Events of the Past	5-, 10- and 15-min. segments	104+	47	

** Price of combination film package will be based on a number of factors, including population of market and trading area, retail sales volume, effective buying income, number of TV receivers, plus graduated discount plan based on volume of programs purchased.*



There's never a let-down when fight telecasts shift into fast-paced TV commercials made for Pabst by Sarra. The transition to the viewer's own experience of sports activity followed by relaxation with a glass of beer is made with explosive cartoon shots. A catchy theme song leads him to "WHAT'LL YOU HAVE?" in giant letters and the answer, "Pabst 'Blue Ribbon' Beer!" The knockout sales punch comes with "Sm-oo-ther——Sm-oo-ther" appearing against a beer glass as the OOs enlarge and turn into winking eyes. Fun and hard sell created by SARRA for Pabst Sales Company, through Warwick & Legler, Inc.

SARRA INC.

New York: 200 East 56th Street
Chicago: 16 East Ontario Street

SPECIALISTS IN VISUAL SELLING

TELECASTING

SUNDAY

	ABC	CBS	DuMONT	NBC
6:00 PM	*In Our Time* F			Revere Meet the Press L
6:15		*Adventure* L		
6:30	Gruen Watch Winchell			Gen Foods Roy Rogers F
6:45	Brown & Williamson Award			
7:00	Skippy Peanut Butter You Asked For It L	Wrigley Gene Autry Show F	*Georgetown U. Forum*	*Operation Neptune* L
7:15				
7:30	TBA	American Tobacco Your Play Time L	*Washington Exclusive*	*American Forum* L
7:45				
8:00	*ABC All-Star News* L&F	Lincoln-Mercury Dealers Toast of the Town L		Colgate-P-P Comedy Hour Big Payoff Eff. 6/21 L
8:15				
8:30				
8:45	Gerald W. Johnson			
9:00	TBA	General Electric GE Theatre L	Clorets Chlorophyll Gum Rocky King, Detective	Goodyear Corp. (alt. with) Philco Corp. TV Playhouse
9:15				
9:30	*Film*	Bristol Myers Arthur Murray Party L	Larus & Bro. Co. and Carter Products Plainclothes Man	
9:45				
10:00	B. Graham Hour of Decision F	P. Lorillard The Web L	DuMont Labs What's the Story	*Wonderful John Acton* L
10:15	*Film*			
10:30		Jules Montenier What's My Line L		
10:45				
11:00	Burton-Dixie Remember These Things L	Norwich Sunday News Spec.		
11:15 PM				

MONDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			*Capt. Video*	
7:15				
7:30	*Opera vs. Jazz* L	GM-Oldsmobile News L	*Easy Chair Theatre*	*Bob and Ray* L
7:45		Chesterfield B. Eberle & H. O'Connell		Camel News Caravan L
8:00	Sterling Drug Ins. Mark Saber Homicide Squad F	Carnation Burns & Allen (alt.) L Goodrich	*It's a Small World*	Crosley Div. Name That Tune L
8:15				
8:30	*Film*	Lever-Lipton Godfrey's Talent Scouts L		Firestone Voice of Firestone L
8:45				
9:00	*Film*	Philip Morris Racket Squad F	Co-op Feature Boxing with Chris. Schenkel	Serutan Juvenile Jury L
9:15				
9:30	TBA	Gen. Foods Instant Maxwell Coffee L Masquerade Party		Johnson Wax alt. with American Tobacco Co. Robert Montgomery Presents
9:45				
10:00		Westing-house Studio One Summer Theatre L		
10:15				
10:30			*Ringside Interviews*	Co-op Who Said That L
10:45				
11:00		*News of the Night & Sports Spot*		
11:15 PM				

TUESDAY

	ABC	CBS	DuMONT	NBC
6:00 PM				
6:15				
6:30				
6:45				
7:00			Capt. Video	
7:15				
7:30	P&G Beulah F	Amer. Cig. & Cig. Co. News L		Co-op Eddy Arnold L
7:45		*T. Brewer & M. Torme*		Camel News Caravan L
8:00		*Feature Film*	Hazel Bishop (alt. wks.) Toni Co., Blind Date Jan Murray	Revlon Mirror Theatre L
8:15				
8:30			*The Music Show*	Associated Products Break the Bank L
8:45				
9:00	ABC Fights (Co-op)	Carter Prod. Anyone Can Win (alt. wks.)	Welch's Wine The Dotty Mack Show	P&G Nothing But the Best
9:15				
9:30		Electric Auto-Lite Suspense L	*Where Was I*	Hazel Bishop This Is Your Life
9:45				
10:00		Block Drug Danger L	*Summer Star Theatre*	P Lorillard Two For The Money F
10:15				
10:30	Bendix Swanson (alt. wks.) The Name's The Same L		*Royal Playhouse*	Mutual of Omaha, Bob Considine
10:45				
11:00				*Meet the Veep* L
11:15 PM				

SUNDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30				
9:45				
10:00				
10:15				
10:30				
10:45				
11:00				
11:15				
11:30	Local			
11:45				
12:00 N	Sweets Co. Tootsie Hippodrome L			
12:15 PM				
12:30	Voice of Prophecy Faith For Today L			
12:45				
1:00	*Junior Press Conference* Ex ABC			
1:15				

MONDAY - FRIDAY

	ABC	CBS	DuMONT	NBC
9:00 AM				
9:15				
9:30		*CBS News* M&W 9:45-10:15 Tu-Th-F 9:45-10		
9:45		Arthur Godfrey M-Th 10-11 a.m. (See Footnote) Wheel of Fortune F 10-10:45 a.m. S		Minn. Mining Tues. Scott Paper, Thur. General Mills, Fri. Ding Dong School L
10:00				
10:15				
10:30				*Glamour Girl* L
10:45				
11:00		*I'll Buy That*		*Hawkins Falls* L
11:15				*Bennett Story* L
11:30		C-P-P (MWF) 11:30-12 N Strike It Rich L		TBA
11:45				
12:00 N		Gen. Mills Bride & Gr'm MWF only L		
12:15 PM		Amer. Home All Products Love of Life		
12:30		P&G Search for Tomorrow		
12:45		P&G Guiding Light		
1:00				
1:15				

SATURDAY

	ABC	CBS	DuMONT	NBC
1:30 PM				
1:45				
2:00				
2:15				
2:30				
2:45				
3:00				
3:15				
3:30				
3:45				
4:00				
4:15				
4:30				
4:45				
5:00		National Dairy The Big Top L		
5:15				
5:30		Gen. Mills The Lone Ranger		
5:45 PM				

FOR JULY 1953

THURSDAY

NBC	ABC	CBS	DuMONT	NBC
Coca Cola Eddie Fisher / Camel News Caravan L	General Mills Lone Ranger F	Amer. Cig. & Cig. Co. News 7:30-7:45 pm / GE T. Brewer & M. Torme	*Capt. Video*	Co-op Eddy Arnold L / Camel News Caravan L
GE I Married Joan F	*Film*	Willys Motors, Inc. Willys Theatre (alt.) Singer Swng. 4 Star Plhs.	*Drama at Eight*	DeSoto-Plymouth Groucho Marx F
Scott Music Hall L	Lorillard Chance of a Lifetime L	Lever Lux Video Theatre L	Associated Tide Water Oil Broadway to Hollywood	Toni Co. Place the Face L
Krafts Foods Television Theatre L	*Madison Square Garden* F TBA	Lever Rinso Big Town F	*Treasure Hunt!* / *Author Meets the Critics*	Chesterfield Dragnet F
Candid Camera L&F	*Local*	Philip Morris My Little Margie	*Big Idea*	Ford Theatre F / U.S. Tobacco Martin Kane
	TBA	Carter Prod. alt. Toni City Hospital (alt. wks.) Toni Racket Squad		

FRIDAY

ABC	CBS	DuMONT	NBC
General Mills Stu Erwin F	GM-Oldsmobile News / Chesterfield B. Eberle & H. O'Connell	*Capt. Video*	Coca Cola Eddie Fisher / Camel News Caravan L
Myrt & Marge F	Gen. Foods Maxwell House Coffee Mama L	*Front Page Detective*	RCA The Goldbergs L
	R. J. Reynolds Man Against Crime	*Guide Right*	Gulf Oil First Person
Film	Schlitz Playhouse of Stars L	Serutan Co. Life Begins at Eighty	American Cig&Cig Doorway to Danger L
Half Hour Theatre F	General Foods Sanka Footlights Theatre		Campbell Soundstage L
	Colgate Mr. & Mrs. North	Bauer & Black Twenty Questions	Gillette Sports Reel
		Helene Curtis and Carter Products Down You Go	Chesebrough Greatest Fights F
	News of the Night & Sports Spot		*It Happened In Sports*

SATURDAY

ABC	CBS	DuMONT	NBC
	What In The World		
Music at the Meadowbrook	*Stork Club*		
	Sylvania Beat The Clock L		*My Son Jeep* L
	Purex Sheaffer Pen Nescafe (Co-Sponsorship) Jackie Gleason Show Larry Storch 7/11-8/29		Dunhill My Hero F
Feature Playhouse F			Pet Milk Original Amateur Hour L
Bayuk Cigar Saturday Evening Fights L	*This Is Show Business*		Saturday Nite Revue L
Fight Talk	*Meet Millie*		
Local	Chrysler Medallion Theatre	Co-op Wrestling from Chicago	
	Simmons It's News To Me	11:05 Boyle-Midway Sports Showcase	American Tobacco Private Secretary F
		11:20 Wrestling Resumes	

6:00 PM · 6:15 · 6:30 · 6:45 · 7:00 · 7:15 · 7:30 · 7:45 · 8:00 · 8:15 · 8:30 · 8:45 · 9:00 · 9:15 · 9:30 · 9:45 · 10:00 · 10:15 · 10:30 · 10:45 · 11:00 · 11:15 PM

NDAY

DuMONT	NBC
	Religious Hour Frontiers of Faith L
	Youth Wants To Know L
	Quaker Oats Zoo Parade L
	Recital Hall F
	Super Ghost

MONDAY - FRIDAY

ABC	CBS	DuMONT	NBC
	Garry Moore Show (See footnote)		
	Campbell Soup Double or Nothing M-W-F Westinghs. Freedom Rings Tu-Th		
	Art Linkletter's House Party (See Footnote) 2:30-3 pm		
	Colgate Big Payoff MWF *Big Payoff* Sust. Tu., Thur.	*Paul Dixon Show*	*Break the Bank* L
	Action in the Afternoon 3:30-4 p.m.		P&G Welcome Travelers L
	Summer School St. 7/6 4-4:30 p.m.		*On Your Account*
			Ladies Choice
			Atom Squad L
			Gabby Hayes**
			Howdy Doody

SATURDAY

ABC	CBS	DuMONT	NBC
Warmup Time Game of the Week			

Explanation: Programs in italics, sustaining. Time, EDT; L, live; F, film; K, kinescope recording; E, Eastern network; M, Midwestern.

NBC—Mon. thru Fri. "Today" 7-9 a.m., EDT & CDT. 7:15-20 Wed.—Participating sponsors.

Mon. thru Fri. "Kate Smith"; 4-4:15, Mon. thru Thurs. P & G 4:45-5, Mon. Nestle—4:15-30, Tue. Doeskin—4:15-5, Tues. Johnson & Johnson—4:30-45, Wed. Pillsbury—4:15-5, Wed. Gerber—4:15-30, Thur. Penick & Ford—4:30-45, Thurs. Minute Maid—4:45-5, Thur. Simoniz—4:00-15, Fri. Knomark 4:15-45, Fri. Glidden—4:15-5, Fri. Toni.

*** Quaker Oats—Mon. & Fri.

* Tuesdays, 8-9 p.m., Texas Co. for Berle except every fourth week when Buick sponsors "Circus Hour."

5:30-6 p.m., M-F, Firms listed sponsor Howdy Doody in 15 min. segments.

CBS—M.-Th. Arthur Godfrey Time 10-11 a.m. 10-10:15 Mon.-Th. International Cellucotton & Clinton Foods, alt. days.

10:15-30, Mon.-Th.—Star-Kist Tuna & Owens-Corning, alt. days.

10:30-45—Lever, M. & W.—Frigidaire, Tu. & Th.

10:45-11, M-Th.—Pillsbury.

11:30-12 n, Tu. & Th., Strike It Rich, sustaining.

Garry Moore, Tues. 1:45-2 p.m. Pillsbury; Fri. 1:45-2 p.m. Kellogg; Wed. 2:30-1:45 p.m. Purex.

2:30-45 p.m., Thurs.—Green Giant; Tues.—Kellogg

2:30-45 p.m., M., W., Th.—Lever

2:45-3 p.m., M.-Thu—Pillsbury; Fri.—Kellogg; House Party.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING
July 13, 1953

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10 UNITS MONTHLY...

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UNLIMITED USE...

The unlimited use of the personalities in your sports library enables you to program your daily schedule however you please!

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Three 5-minute scripts weekly built around the personalities in the sports library. These scripts were written by the famous Mac Davis, co-originator of the Bill Stern show. Each script is fast paced and well integrated . . . exceptionally easy to use . . . station merely provides the announcer. The use once a week of this one feature alone should more than pay for the entire library service.

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TIPS FOR NOVICE FILM BUYERS

In a smaller market station the general manager should keep close control over film buying and film handling. Costs are more apt to be kept in line if he is on the job.

By Hugh M. Smith*

PERHAPS nothing is so baffling to the new television operator in a non-interconnected smaller market than the organization of the film department. Yet there are a few simple steps that will eliminate much of the confusion that exists, mainly due to inexperience.

First of all, the general manager of the station should devote his time to the selection of the film library and film service. This is true, even though he has employed an experienced film editor who is more aware of film programming than of film costs.

A primary rule for the general manager to follow is to dicker on the price of films. Film producers may not like this statement, but it is a fact that film salesmen, who are largely theatre trained, seem to have bargaining blood in their veins.

Free Ones First

With this in mind, the first step is to assemble films that will not cost you money. These are known variously as "free films" or public service films. Your national representative is a big help in this case. Have your rep organization supply you with the list of firms that furnish these public service films. Admittedly, many of them are advertisements, yet the advertising is subtle and not obviously a presentation for business. A number of very large firms have excellent libraries of 5, 10 and 15 minute films that are really interesting to viewers. Right now in Montgomery, due to a polio epidemic, we have found unusual interest in films dealing with medical subjects.

As soon as your TV grant is announced, you will hear from many film organizations. They will write you, telephone you, and call in person. Even then there may be some films that you will need and for which you are not approached, so go over the field thoroughly. Read trade papers for names of films and organizations that can supply you with what you need for your library. Having done this, you get into actual buying. There are several organizations which will supply you with from 200 to 500 annual film hours. These include features, westerns, cartoons, serials and comedies. In 5 to 60 minute lengths, you will have to select one package. We selected a 500 hour contract. In addition to this, there are some small selections you may want to make in groups of from 5 to 25 films.

The selection of the above group is necessary as a sales and audience tool. After you have this group, you will look for your musical soundies which are comparable to records used by your disc jockies. Only a few firms make these, but you will have to have one musical soundie library. These are usually three-minute musical numbers, and by proper production they can be made into extremely interesting 15 or 30 minute shows with plenty of participation time. National agencies like these.

Sports Sell Well

The next item to take care of is your sports films. These are often wrestling or boxing, usually 30 minutes in length. We contracted for several of these in 13 week cycles and immediately sold them all to national and local advertisers.

You will also need special films supplied by film organizations. These are reviewed and then bought, usually by local advertisers. We did not buy any of these films, unless they were sold from audition filming and we always have the local advertiser contract directly for the film.

Having assembled your film, the next step is to thoroughly screen every film as received. To save money and space, we use the studio for screening. Incidentally, the biggest film contract we signed was for so many thousands of dollars that it made our AM library seem a bargain. The smallest film contract we have signed is for $12 a show. In this particular film, we have sold three sponsors who pay for time, film cost, screen

** Mr. Smith is general manager of the Covington stations, WCOV-AM-TV Montgomery, WGWC Selma and WGWD Gadsden, all Alabama.*

WASHINGTON SPOTLIGHT
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• Front-Page Personalities
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¼-hour Discussion Program on Film
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TV COSTS GOT YOU DOWN?
The Sportsman's Club
52 popular, well rated, 15 minute hunting, fishing and outdoor shows featuring Dave Newell and panel of experts. Write for audition prints.
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BIG FILM BUY IN OHIO

WBNS-TV Columbus, Ohio, has signed contracts with six top film distributors to secure "first-run" films for its late evening film show, *Armchair Theatre,* with the first runs to be programmed for over a year, Jerome R. Reeves, station program director, said last week.

WBNS-TV secured the films at a price of $100,000, reported to be the largest ever paid for a film package in central Ohio. The station's *Armchair Theatre* will be the only "first-run" feature film show in that area, Mr. Reeves said. The contracts guarantee WBNS-TV more than 300 first-run features, he said.

The station began a search of the film market for first runs after a WBNS-TV survey of central Ohio viewers in which it was found that, although there is public acceptance of second and third runs, any showings beyond that number in the same time segment creates strenuous objections, Mr. Reeves said. He said the Columbus outlet was one of the first TV stations to buy film on a library basis, but that after two and a half years the station finds it necessary to change its policy on feature film showings.

The station will back up its *Armchair Theatre* showings with a promotion campaign to include on-the-air plugs, local show tie-ins, newspaper advertisements and publicity, car cards and direct mail pieces, Mr. Reeves said. The contracts became effective July 5.

ing costs, and shipping charges. We do not try to make a profit on our film.

Every novice operator should follow one word of caution. Be sure that you have arranged for a well designed film room. We have had as many as 200 films on hand at one time, and we never have less than 75. You will need a film bin, carefully indexed. Be sure your film room meets local insurance requirements and do not build it until you are sure you will not have to change to meet fire protection and safety laws. The most important single operation in film procedure is the proper use of these film bins. These must be card indexed and the cards should show the date received and the date reshipped. This reshipping is a problem and you must get rid of films quickly, otherwise you will find you have a jumble in your film room. We have a rule that no film is on hand more than 30 minutes before it is indexed.

Shipping Charges

On film that we buy, we pay shipping charges when received and we bill the advertiser for these charges, as well as when we re-ship. Kinescopes are paid for by us on receipt and shipped collect. We try to ship kines within 30 minutes after opening in the morning or, if the show is in the daytime, immediately after the film is run. If you do not do this you will have problems.

In a small station television operation, the general manager must check carefully to see that his editor screens every film, then indexes it and files it immediately. After use, it is equally as important that the bin be clear for another film.

To sum this up, film buying is the responsibility of the general manager. The organization of the film room is his responsibility. The prices paid for the films are his responsibility. Proper attention to these details will do much to make your film operation smooth and profitable.

GAC Named Representative For Columbia's Screen Gems

AN AGREEMENT was announced by Columbia Picture Corp. and General Artists Corp. last week whereby GAC will serve as exclusive national representative for Screen Gems Inc., Columbia's TV film subsidiary.

Under the arrangement, GAC immediately will take over sales to national and regional sponsors. Sales to local advertisers will continue under Screen Gems Sales Manager John Mitchell and his staff.

General Artists, a talent agency for more than 20 years, maintains offices in New York, Chicago, Beverly Hills, Cincinnati and Dallas.

Among the Screen Gems properties made especially for TV are *Manhunt, Fair Trial, Meet The Family, The Law Strikes Back, The Tales of the Texas Rangers, The Ford Theatre* and *The Big Playback.*

GREAT AMERICANS

Superbly produced • dramatically portrayed

26 quarter hour episodes . . . .

This saleable prestige TV film series (authenticated by Encyclopedia Britannica) highlights lives of these great Americans and their contributions to our American heritage.

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George Washington
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GREAT AMERICANS has been tested and proved by such outstanding accounts as:

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. . . and scores of other "sales-conscious" advertisers.

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* boxing, hockey, rodeo
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for details contact:

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HERE...NOW...TODAY...
in TV's Greatest Film Programs!

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20 Charlie Chan Mysteries

THE MAJOR SERIES NEW TO TV STARRING RAY MILLAND, ARLENE WHELAN, CESAR ROMERO, ROBERT YOUNG

20 All Star Adventure Classics

THE ROMANCE THE ACTION . . . THE DRAMA OF THE GREAT AMERICAN SCENE . . . STARRING GARY COOPER, ANN SHERIDAN, JOHN WAYNE

20 International Masterpieces

MASTERPIECES RANGING FROM DUMAS TO OSCAR WILDE . . . PRODUCERS SUCH AS ALEXANDER KORDA AND HAL ROACH . . . STARS AS BRILLIANT AS VIVIEN LEIGH AND PAULETTE GODDARD.

20 Hollywood Major Features

INTRODUCING TO TV SUCH EXCITING PERSONALITIES AS MARILYN MONROE, JEFF CHANDLER AND JAMES MASON.

"plus 80" *plus* 1001 TITLES

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A uhf station's candid announcement that it couldn't meet vhf competition has provoked widespread doubts about uhf's future. Here's the report of a B•T editor who found out that what happened in Roanoke won't necessarily happen elsewhere.

WHAT HAPPENED IN ROANOKE?

By J. Frank Beatty

THE eyes of the television world are turned toward Roanoke, a thriving industrial city in the Blue Ridge Mountains of western Virginia.

This rather conservative but steadily growing market has developed into an electronic field laboratory where the merits of uhf vs. vhf are on trial.

To date the competition has been one-sided—so one-sided that the results have started comment all the way from Madison Ave. to Hollywood & Vine as timebuyers wonder if uhf is going to follow the pattern of FM.

In brief, WROV-TV Roanoke has decided it simply can't compete on uhf Ch. 27 with WSLS-TV's vhf Ch. 10 service [B•T, June 29, July 6].

What WROV-TV wants to do is get FCC to make an exception to the rules so the station can continue operating on Ch. 27 while it competes for a third channel available to Roanoke vhf Ch. 7.

Contrary to a widespread impression, the Roanoke case has not demonstrated that uhf is a weak or impotent service. Nothing of the sort has been shown.

On the other hand, the Blue Ridge laboratory shows that uhf can deliver a good signal over the bottom of the Roanoke bowl.

It shows, however, that a uhf signal from a 2,000-foot point can't climb 4,000-foot mountains 10 or 12 miles away.

It shows, too, that a uhf station hemmed in by mountains faces frightening odds in trying to compete against a vhf station sitting on a favorably located peak that permits coverage of good markets out to 100 miles and more.

And it shows, finally, that people hesitate before spending extra money to tool up their homes for uhf when most of the popular network programs are on a vhf channel.

Things are rough in Roanoke for WROV-TV. Its income has been falling steadily. Expenses keep climbing. Every week the losses are getting heavier, and the stockholders are gravely concerned about their $250,000 investment.

Problem Is Complete

No single factor is responsible for WROV-TV's troubles. Rather, the station can look to a combination of events and attitudes.

In any case, the coveted Ch. 7 is still unassigned because there are two applicants. WROV-TV asks for the right to make it a threesome, while still operating on Ch. 27.

The Roanoke case gets to the fundamentals of TV engineering and economics. Its impact already has become serious as snap judgments have been made on the basis of cursory examination of the facts.

Obviously the only way to find out what's wrong in Roanoke is to make a first-hand study of the situation.

Many questions are raised by WROV-TV's expressed desire to get out of uhf and into vhf scarcely five months after the first test pattern was fanned out over the city.

Is there something inherently wrong with uhf—in Roanoke, that is?

Has WROV-TV given uhf a fair shake?

Have dealers and distributors cooperated fully? It not, what's to be done?

Why can't WROV-TV get more network programs when there's only one other station in the city and connections are available?

Is WROV-TV the victim of a "Madison Avenue complex"?

Are TV receivers well engineered for uhf?

Is the trouble due entirely to circumstances beyond WROV-TV's control or is it the fault of ownership or management?

Would more power and/or a higher site do the trick?

These questions, and others, can be matched against the story of Roanoke television since WROV decided back in February 1951 that it wanted to add TV to its successful local radio service.

Pleased with their monthly financial statements, the half-dozen local businessmen who had started WROV in 1946 decided they wanted to be the first to apply for a TV station in Roanoke. A Ch. 7 notice was filed despite the freeze.

Later WSLS, regional Roanoke station operated by Shenandoah Life Insurance Co., applied for Ch. 10 as did Polan Industries, which had several TV projects in the works. Last summer, after the freeze, WDBJ filed on Ch. 7 beside WROV. WDBJ is owned by Times-World Corp. and is Roanoke's

oldest radio station, a 5 kw regional.

At that point there were two applicants for Ch. 7 and two for Ch. 10, but nobody had applied for uhf Ch. 27, the third commercial facility available to the city.

WROV's stockholders met one day in July, 1952 after they found WDBJ seeking the same Ch. 7 facility. They wanted to get into television as quickly as possible. After all, the FCC was encouraging use of the new TV band and the RCA Bridgeport, Conn., project was demonstrating that uhf really works.

Bridgeport-Bound

The only sure way to get into television without long and costly hearings would be via Ch. 27, the stockholders decided. That evening Frank E. Koehler, WROV general manager, was Bridgeport-bound for a first-hand look at uhf service.

The new medium looked good, and WROV went into action. An RCA 1 kw uhf transmitter was ordered, "and please hurry." Next was the question of finding a site. The choice narrowed down to Mill Mountain, a colossal 750-foot hump stuck right in the south end of the city, and 4,000-foot Fort Lewis mountain, about a dozen miles to the southwest.

Since uhf has strong line-of-sight traits and high-power transmitters were a year or more away, it was decided to use the Mill Mountain site. There the antenna could look right down into the living rooms of nearly every home in Roanoke.

With the main policy decisions out of the way, WROV continued its studio experiments with an RCA TV camera it had owned nearly a year, still its only camera.

It also twiddled its corporate thumbs for weeks and more weeks while awaiting delivery of the transmitter. Eventually it had to abandon all hope of being Roanoke's first television station because WSLS had meantime been granted a Ch. 10 permit. Polan Industries had switched its Ch. 10 application to Ch. 7 after WROV's selection of uhf Ch. 27, leaving the way open for WSLS.

The delay in getting a transmitter was a cruel blow to WROV-TV. Last Dec. 11 WSLS-TV took the air on Ch. 10 from Poor Mountain, a lofty peak 4,000 above sea level and 3,000 feet above Roanoke itself. This peak is 13 miles from the city.

At that time Roanoke had a thousand or more TV sets, fed from $150-$200 stacked yagis and assorted dipoles that could catch WFMY-TV Greensboro, N. C., 100 miles away and frequently WSAZ-TV Huntington, W. Va., or WTVR (TV) Richmond.

Even before WSLS-TV was transmitting, local appliance stores were conducting campaigns to sell vhf sets. Local merchants were joined by fiery promoters whose gorgeous claims and easy credit helped stimulate the demand for sets—all this during the pre-Christmas season when TV sets move at their fastest, and on into the winter.

Eventually WROV's transmitter arrived. After a fortnight of testing, the station started program service March 3.

By that time WSLS was claiming over 40,000 sets in its service area—relatively few of them able to receive a uhf signal.

AGENCY VIEW OF UHF

CHARLES WILDS, chief timebuyer at N. W. Ayer & Son, New York, told B•T last week:

"With the bugs being taken out of uhf more and more every day and as more uhf stations get on the air, I'm sure that uhf will be as satisfactory as vhf.

"The most important thing uhf has to do is educate the audience on uhf —make the program appealing, perhaps emphasize local events so that people will either convert their sets or buy a uhf one."

WROV-TV had started promoting conversion during the winter and had conducted dealer-distributor educational campaigns.

That was the situation last March. A heavy share of TV sets, nearly all vhf-only, had been bought on time. To catch WROV-TV's picture meant $30 to $50 for an antenna or lead-in, plus $5 to $50 for a strip or converter ranging from one channel to the whole uhf band.

An educational campaign aimed at dealers and distributors was showing signs of results. Installation crews were learning the hard way that uhf presents special problems. Sometimes they threw up their hands and said they guessed there wasn't a uhf signal anywhere on the roof.

Bow Ties and Yagis

Even so, bow ties and yagis started sprouting from Roanoke rooftops. At the same time, dealers began meeting some sales resistance. Having sunk $200 to $400 or so in a TV set, customers raised this point—why spend all the dough tooling up for uhf when all the NBC-TVand CBS-TV programs are on WSLS-TV?

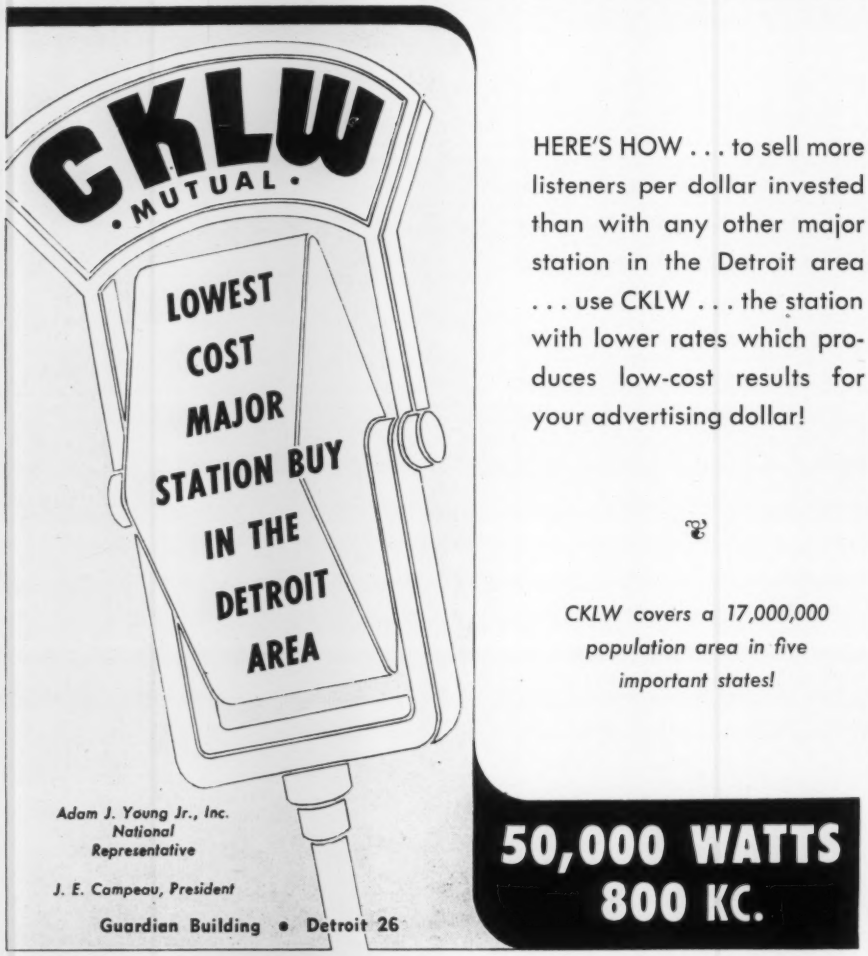
WROV-TV had ABC-TV service, picking it up from a 35-mile AT&T microwave link. This added up to only a few hours a week. WSLS-TV, on the other hand, started off the day with NBC's Garroway and was possibly 80-90% network right through to the 11 p.m. news. Nearly three-fourths of the network programs on WSLS-TV are NBC, the rest CBS.

The WROV-TV program service starts at 5:30 p.m. with a religious series, moving along with local personalities to 6:30 when it has a western film. Local news and assorted local programs and film shows are carried to signoff, usually around 11 p.m. Like WSLS-TV, it is limited to one rather small studio though WSLS-TV has two cameras plus a third in the Appalachian Power Co.'s auditorium.

At first the local merchants and services were buying plenty of WROV-TV time, enough to justify its backers' hopes that life with television would be quite merry after the first few months. The conversions weren't fast enough to suit them, however, and they started comparing WROV-TV's programs and coverage with those of WSLS-TV.

Then began real sponsor trouble. Local contract cancellations started to come in—polite, as a rule, but quite firm. New York timebuyers were courteously indifferent.

The networks, too, were disinterested, aside from ABC-TV. The AM part of the


CKLW
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HERE'S HOW . . . to sell more listeners per dollar invested than with any other major station in the Detroit area . . . use CKLW . . . the station with lower rates which produces low-cost results for your advertising dollar!
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WSLS setup had an NBC affiliation. Since WSLS-TV carried many more NBC-TV programs than CBS-TV, why couldn't WROV-TV get the unused CBS-TV programs? "You answer it," WROV-TV officials say when the question is posed, adding, "We've tried and tried."

Near-70% Saturation

Since March WROV-TV has watched the number of uhf installations increase steadily if not spectacularly. By May there were signs of nearly 50% uhf saturation in Roanoke TV homes and the figure has been described as approaching 70% or even more.

But that's in Roanoke proper, with a population of 91,000 (28,000 families) in 1950. The Roanoke metropolitan area (Roanoke County) has nearly 140,000 people, or 38,000 families.

According to WROV-TV, it can slap a good signal into most of the populous parts of Roanoke County, with an estimated 19,000 homes having uhf equipment.

The station frankly says it is practically blind beyond 12 or 15 miles because Roanoke is nearly surrounded by mountain ranges that overtower its own 1,750-foot Mill Mountain. The signal sneaks out through some valleys, but unfortunately many of the valleys have their openings turned away from Mill Mountain. Thus WROV-TV says it can't do a good job in Rocky Mount, Bedford or Troutville, for example.

Can't Get Over

WROV-TV plants a 2,000 microvolt signal on Catawba Mountain 12 miles away, but simply can't get over it to reach the other side. The signal averages 2,000 microvolts in an 8-mile radius, according to James W. Robertson, chief engineer. Though WROV-TV's 21-slot antenna puts out a signal of 18 kw, the FCC rates it at 9.77 kw because of a 1 degree electrical tilt and 0.3 degree mechanical tilt.

Now take a look at the coverage story of WSLS-TV, with a 2 kw RCA transmitter driving a high-gain antenna radiating a rated 26.2 kw. WSLS-TV's antenna reaches 4,007 feet above sea level compared to 2,000.7 for WROV-TV. The WSLS mail map shows regular response from such cities as Bristol (125 miles), Richmond (140 miles), Lynchburg (45 miles), Bluefield (70 miles), Henderson, N. C. (120 miles), Danville (60 miles), Beckley (80 miles), Winston-Salem (90 miles) and many other North Carolina cities.

The WSLS-TV set count of 87,000 is said to include Bluefield, Lynchburg (which has its own WLVA-TV), Martinsville, Danville, Radford and Bedford. Its total market adds up to 396,000 families or 1½ million people, according to WSLS-TV.

WSLS-TV Rates Up

Believing it really has 100,000 sets and anticipating a total of 300,000 sets in its area in the not too distant future, WSLS-TV is in the process of revising its rate card upward. It plans a big Radio-TV Center.

A vicious circle is thus apparent—vicious from the WROV-TV standpoint and a matter of sincere concern to its friendly competitor, WSLS-TV, which wants to see Roanoke become a saturated, satisfied and competitive television market.

The vicious circle starts at the perimeter mountains whose forested slopes refuse to let Ch. 27 impulses pass on to the other side. That limits WROV-TV's potential audience roughly to the 38,000 families in the metropolitan area or county. The circle moves on as WROV-TV faces dealer resistance to the more severe installation problems and customer resistance to paying more for uhf receiving sets plus $30-$50 antennas. Lacking wide coverage, WROV-TV now has only two national accounts and 10 local accounts, at least one being a stockholder.

Circle Continues

The circle continues as advertisers sponsoring network shows fail to show interest in WROV-TV when they see the WSLS-TV market data. Since WROV-TV has only a few ABC-TV network shows in its log, it can't interest New York timebuyers in buying adjacencies because there aren't any—or at least, only a few.

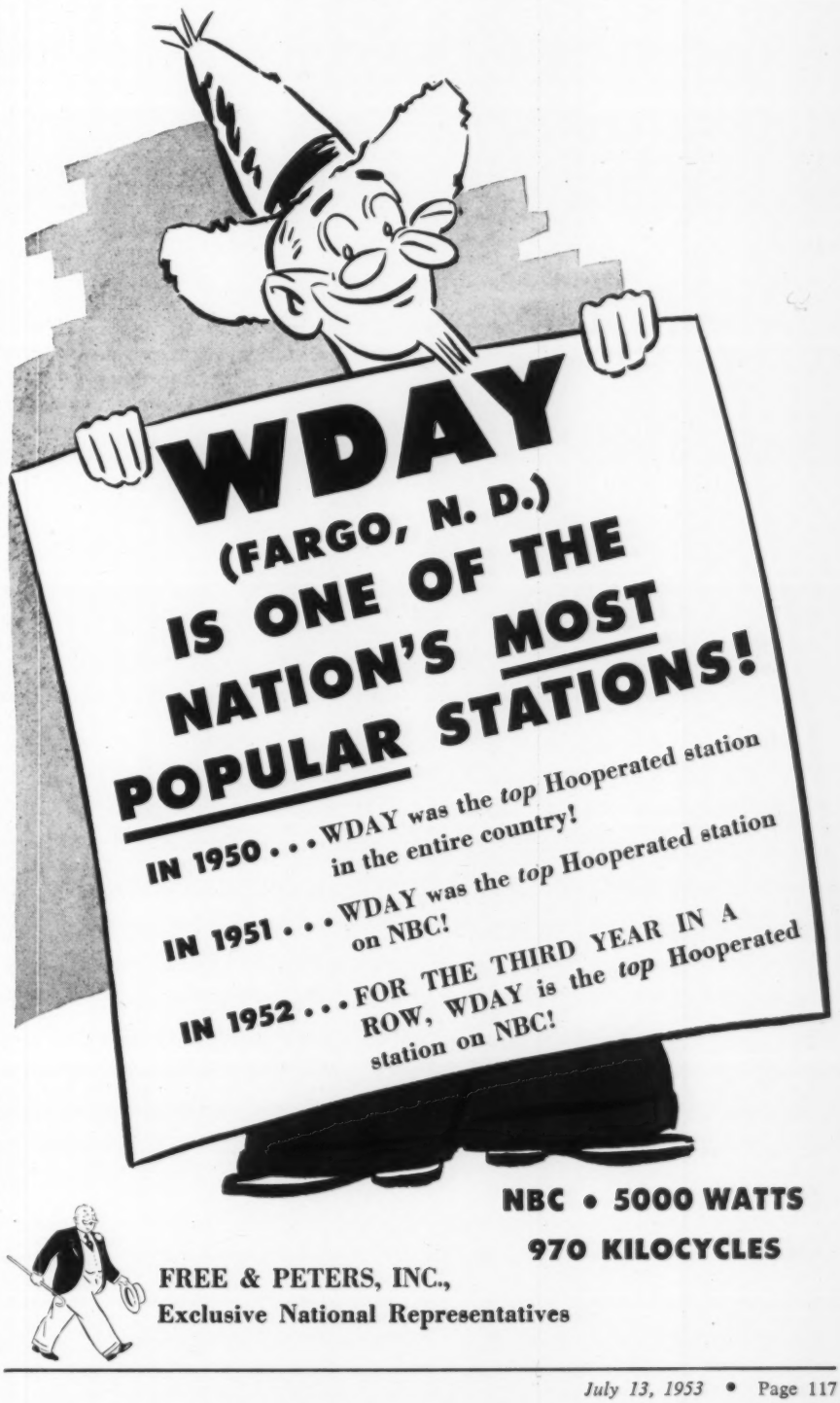
Now take a look at the WROV-TV financial picture.

Financial Picture

In its first three months of operation, WROV-TV took in $15,569 (March $6,829, April $4,771, May $3,969). Its expenses totaled $27,045 (March $9,068, April $8,730, May $9,247).

Just for the sake of argument, project the three-month figures to an annual basis. WROV-TV, then, would show income of $62,276, expenses of $108,180 and loss of $45,896—assuming the last nine months of the year were like the first three.

That's enough to scare the financial wits out of the businessmen who have put up


WDAY
(FARGO, N. D.)
IS ONE OF THE
NATION'S MOST
POPULAR STATIONS!
IN 1950 . . . WDAY was the top Hooperated station in the entire country!
IN 1951 . . . WDAY was the top Hooperated station on NBC!
IN 1952 . . . FOR THE THIRD YEAR IN A ROW, WDAY is the top Hooperated station on NBC!
NBC • 5000 WATTS
970 KILOCYCLES
FREE & PETERS, INC.,
Exclusive National Representatives

the funds to start this electronic operation.

And just for the sake of another argument, take those projected figures and compare them to the estimated income, expenses and construction cost in the early application.

This application carried the following item: Estimated operating cost for first year, $165,504. This is far above the $108,180 figure derived from a projection of WROV-TV's first three months.

Then the application carried a second figure: Estimated revenue for first year, $160,000. The 12-month projection of the first three month's income falls roughly $100,000 short of this figure.

Enough to pucker any stockholder's brow, especially when it is observed that the third month produced barely five-eighths the revenue taken in the first.

The Loss Trend

But what really alarms WROV-TV is the loss trend. March, the first month, was pretty good—$2,238 in the red. That wasn't bad for a new electronic enterprise. April, however, brought bad news in the form of a $3,959 deficit.

And then came May, with a frightening $5,277 loss. That's red ink at the rate of $63,224 a year, if the figure is multiplied by 12.

Now, WROV-TV admits, June was worse than May and July is more of the same.

In its June 23 petition to FCC, WROV-TV, asking that FCC rules be waived so it could continue operating on Ch. 27 while applying for Ch. 7, said: ". . . . if the Commission will not waive the provisions of its temporary processing precedure it (WROV-TV) will relinquish its permit for Ch. 27 in order that this application (Ch. 7) may be received and processed."

WROV-TV's Troubles

Citing WROV-TV's troubles in an accompanying letter, Leo F. Henebry, station president, said the station believed half the sets in the immediate Roanoke area could tune Ch. 27. Since that time an independent survey has around seven out of every 10 sets can get the WROV-TV picture.

Taking the most recent highest TV saturation figure for Roanoke, one out of every two homes, WROV-TV would appear to be reaching at least 13,300 homes in the immediate area.

Like the other WROV-AM-TV stockholders, Mr. Henebry is a businessman full of enthusiasm for the market and eager to provide it with a profitable television service.

"My jewelry store in Roanoke has not been off radio a single day in a quarter-century," he told B•T, recalling he put time signals on WDBJ free when it took the air in 1924. "All of us are Roanoke businessmen. We are really interested in the stations.

"We had accumulated about $100,000 from radio though we lost heavily when we started in 1946 as the original $75,000 ran up to $130,000.

"We aren't men who throw money away. Right now we have forgotten profits. We're fighting for existence. We have more than $250,000 invested. The networks aren't sympathetic and people who strained to buy TV sets are thinking twice before spending $50 more to get uhf."

There's the WROV-TV problem. It shows that a uhf station in the rugged Roanoke terrain can't compete with a vhf station with better coverage and network programs. After all, when WROV-TV was picking a site it didn't dare take a chance on putting a costly uhf installation atop a mountain 10 or more miles away when 10 kw uhf amplifiers were over a year away. It feared Roanoke coverage might be inadequate, choosing the safer Mill Mountain instead.

WROV-TV showed business courage when it came out into the open with the facts of uhf service in Roanoke. It knew what Madison Avenue would say. It knew what Roanoke people would say. It knew the legend would be spread that "WROV-TV has given up the ghost" whereas it merely was asking for the right to apply for Ch. 7 frequency it had originally sought.

Would high power solve the Roanoke uhf problem? Engineers aren't giving a definite answer. Even with 100 kw, the signal still would get bumped around and be blind to many areas. People would still have to buy expensive gadgets. There would still be the problem of competing with the WSLS-TV vhf signal and two-network service.

Worst of all, Ch. 7 will be opened one of these months.

A Steady Market

Roanoke is a steady, dynamic market, third in the state and has high buying power. The town has adopted television as a medium—not spectacularly because it leans toward the conservative side. People do a lot of viewing. The *Times* and *World-News* (WDBJ and applicant for Ch. 7) print complete logs of both local TV stations plus Richmond, Lynchburg, Huntington and Greensboro TV stations.

The WSLS-TV basic rate is $300 an hour. WROV-TV has a national rate of $200 and local rate of $140.

Obviously, in Roanoke the program's the thing. WROV-TV originally envisioned 11 or 12 daily hours of top local programming, a policy that had been responsible for its success as a local outlet in a market that had two regionals and has recently added a radio daytimer (WRIS). Such an array would require vast sums of money. Live TV and and remotes are costly.

What would you do if you were sitting on Ch. 27 in Roanoke, competing with Ch. 10 and facing additional Ch. 7 service?

THE KOA STORY...

Nielsen Reports Guarantee 57% of all radio homes in 303 counties in 12 states listen regularly to KOA every week.

Plus BONUS COVERAGE...

CAR RADIO BONUS

KOA is the best Outdoor Advertising Medium in all the West with appeal that's ***alive*** wherever you drive... in more locations than you could afford to buy!

GEOGRAPHICAL BONUS

Nielsen only counts Coverage ***of 10% and up.*** Mail response proves KOA is a favorite with as many as 9% of the radio families in hundreds of additional counties in over 34 states.

SUMMER BONUS

More than 12.5 million tourists vacation an average of 8.8 days in the Mountain States and spend more than $600 million.

If you believe more people should be buying what you're selling... KOA IS YOUR ANSWER.

Write for your copies of the "BONUS COVERAGE" and "VACATION" issues of KOA's *The Western Markets.*

NBC

Covers The West... *Best!*

National Sales Representative: Edward Petry and Company

Offices in New York, Chicago, Detroit, San Francisco, Los Angeles, St. Louis, and Dallas

850 KC 50,000 Watts

WIOU Brand Ratings

MANUFACTURERS of food products have a better idea how their individual brands are selling in Kokomo, Ind., thanks to that city's WIOU. John Carl Jeffrey, vice president and general manager of the station, reports the outlet has distributed lists of products ranking in different categories according to local sales. Frank Gregory & Assoc. compiled the survey, interviewing managers of 75 grocery outlets in the community. Ratings were based on "comparative" sales.

'CREATIVE IDEAS'

TITLED "Creative Ideas or Stagnation?," Robert Acom n Inc., Cincinnati advertising agency, has released a clever little booklet which is quite creative itself. The simply-written booklet, with eye-catching designs colored in green, points out that creative ideas will always provide the foundation and the reason for an advertising agency's existance.

PENCIL PROMOTION

KSL-TV Salt Lake City has sent out bunches of pencils on which is written, "KSL-TV, Serving the Intermountain West." Accompanying the pencils is a letter which explains that each pencil is worth 4¢, representing the cost to reach 57.2 viewers on KSL-TV in the afternoon. There are nine pencils in the bunch which, the letter continues, represents a typical KSL-TV "nine plan." The price of all the pencils is 36¢ "for that amount 514.8 viewers are reached by an advertising message telecast on KSL-TV during the afternoon."

SPECIAL TV SECTION

COLORED in green, the first page of *The Honolulu Advertiser's* special TV section featured an impressive ad for KONA (TV) Honolulu on June 24. All the Hawaiian Islands were pictured together with KONA's antenna, with copy reading, "The new improved KONA. . ." The 12-page section was full of news of the station's plans for programming, information about its staff, etc.

SKYHOOK SUPERINTENDENT

KRDO Colorado Springs has released a small membership card stating: "This certifies that (place for signature) is a qualified Skyhook Superintendent for the erection of Colorado's highest structure at 399 eighth Street." The reverse side of the card gives channel number, affiliation and further information.

SOON TO BE Bermuda-bound (courtesy of WJIM Lansing, Mich.) is Andrew Elsesser (c), president of the American State Bank of Lansing, who was the winner in a drawing among advertisers who had been on WJIM for 20 years. Drawing was held at a luncheon presided over by Harold Gross, station president. Gov. G. Mennen Williams drew the number. Presenting the tickets and a guide book are Howard Finch (l), WJIM vice president, and Willard E. Walbridge, WJIM vice president-general manager.

FREE SPOTS

WOPA Oak Park, Ill., has come up with a new twist built around an old patriotic tradition. The station offered free spot announcements to all local merchants who displayed the American Flag on Independence Day. The offer was made to all merchants and business establishments by Martin Bouhan, WOPA program director, who noted that on Memorial Day and Flag Day only two downtown merchants had displayed the red, white and blue. The announcements were aired on a special salute program from 1-2 p.m. July 11.

'CHAIN LIGHTNING' PLAN

WMAQ Chicago's "Chain Lightning" merchandising plan is striking the fancy of leading chain and independent food stores in that area, judging by the congratulatory messages received by John M. Keys, NBC Chicago advertising and promotion manager. Mr. Keys reported last Tuesday he has received a volley of plaudits commending the cooperative selling plan, which covers 771 chain stores and over 50% of all retail food sales in metropolitan Chicago. Mr. Keys cited messages from Coca Cola Bottling Co. of Chicago Inc., and Realemon-Puri-

QUALITY PAYS OFF

—in the Kansas Farm Market

Right now, here's what's happening all across Kansas. Farmers check the quality of their harvested wheat and are pleased. They're finding plump, firm, heavy grains . . . top quality wheat that will bring top prices . . . give them more money to spend.

And when advertisers check the quality of WIBW, they too are pleased. Their sales charts show RESULTS that bear out the findings of unbiased, independent surveys* that consistently show WIBW to be the *Number One listening choice* of Kansas farm families.

Boost your Kansas sales with this powerful combination of a Quality Station in a Quality Market.

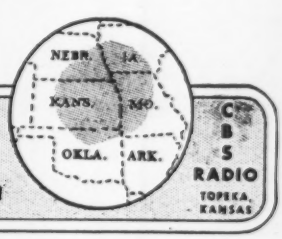
*Kansas Radio Audience '52

WIBW

Serving and Selling

"THE MAGIC CIRCLE"

Rep.: Capper Publications, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN



CBS RADIO

TOPEKA, KANSAS

Rep. CAPPER PUBLICATIONS, Inc. • BEN LUDY, Gen. Mgr. • WIBW • KCKN

FIRST television *Esso Reporter* in South Carolina started June 29 on WCSC-TV Charleston, according to the station. WCSC-TV commenced operation June 19. Gathered for the debut of the TV program are (l to r): Vern Carrier, assistant advertising manager for Esso; A. M. (Joe) Graves, South Carolina district manager for Esso; Curt Peterson, partner, Marshalk & Pratt, Esso agency, and John M. Rivers, manager and principal stockholder of WCSC-AM-TV. *Esso Reporter* has been on WCSC for nearly 14½ years.

tan Co. Both praised results of the plan, which also is being offered in other cities with NBC o & o stations, including New York.

AMBULATORY BILLBOARD

WHEN John Poole cast about for an idea to publicize his September-opening of KPIK (TV) Los Angeles, he put his pretty new car to work. Now when the Pooles scoot between their Corona Del Mar home and the various Poole properties in Southern California (KBIG Catalina, KBIF Fresno and the KPIK transmitter being built on Mt. Wilson) they promote KPIK with their ambulatory billboard—"Coming Soon! Channel 22, More TV For You," written in large letters on their car.

'HOMES FOR BETTER LIVING'

PUSH-BUTTON kitchens, automatic home laundries, air conditioning units and other appliances are being demonstrated to home owners on a new program started by WGN-TV Chicago. Titled *Homes for Better Living* and aired each Saturday, the program is designed to acquaint present-potential home-owners with the latest advanced styling and architectural features and trends in home design. Highlight of the program is a regular interview with an outstanding personality in the building industry. Russ Reed serves as emcee, giving information on home construction, financing, styling and the growing popularity of appliances. The program is co-sponsored by Hotpoint Co. and General Electric Supply Co., local Hotpoint distributor.

MBS 'DEADLINE'

STORIES behind the headlines and bylines in the nation's newspapers form the basis for a new series, *Deadline*, launched by MBS network July 8, 7-7:30 p.m. Dramas run the gamut of romance, tragedy, comedy, crime and exposés. Narrators are reporters, editors, columnists and legmen who cover events. Jerry McGill writes and directs the program.

'AMERICA HELPS'

A NEW 13-week series of radio programs telling of America's assistance to the peoples of the world is being presented by WOL Washington, Sundays, 9:00-9:15 p.m., starting yesterday (Sunday). The programs feature recorded interviews, stories and comments by prominent Americans and leading citizens of other countries. Dramatizing the help America is giving by means of feeding the hungry and providing medical care and technical assistance, the programs tell the story of work being done by nearly fifty organizations, such as CARE, Heifer Project, Church World Service and World Neighbors. The programs feature Dr. Frank C. Laubach, missionary-statesman and head of the Koinonia Foundation of Baltimore, which has released the series.

LARGE TURNOUT

WHEN J. C. Kellam, general manager of KTBC-TV Austin, Tex., planned the tenth birthday party of the Texas Broadcasting Corp., which operates the station, he never expected the turnout he got. A two-hour open house was planned, with an expected crowd of a thousand people, to be divided into groups of six or ten, guided through the studios and ending up by looking at themselves on monitors. Shortly after the station was opened, a line formed, four deep and a block and a half long, reports the station. Counting them was impossible. Others came, saw the line and left. Mr. Kellam says

All Aboard for Safety

KWK St. Louis disc jockey and boating enthusiast, Gil Newsome, concerned about the number of swimming and boating accidents in the area, decided to dramatize safety precautions on his programs.

Collecting members of the local Coast Guard, Red Cross and Safety Council of Greater St. Louis, Mr. Newsome boarded his 35-ft. Chris-Craft cruiser on Alton Lake of the Mississippi River north of the city. As the group cruised over the lake, Mr. Newsome recorded a series of five-minute tape interviews and a round-table discussion on safety precautions, playing them back the next day on his three KWK programs, *Bandstand Revue*, *First Five Revue* and *First Five*.

AM Traffic Cop

WFDF Flint, Mich., attracted considerable favorable attention over the Independence Day weekend, according to Lester W. Lindow, general manager, by scheduling six special five-minute broadcasts from three state police posts strategically located in the "heavy northern Michigan resort traffic" area which also is the station's coverage area. The programs, plus announcements urging caution on highways, carried police reports enabling listeners to gauge their travel to avoid traffic jams, Mr. Lindow said.

it was Austin's biggest crowd since General MacArthur's return. Nevertheless, each visitor is reported to have seen his picture on TV.

CLOSED CIRCUIT HOSPITAL TV

KRON-TV San Francisco solved one of the problems of televising hospital operations. On four consecutive days 71 student doctors from 11 western states, Alaska and Canada watched a series of operations on three TV sets in the hospital amphitheatre. The main drawback to former televised operations was that the camera was too large to be in a permanent spot close to the operating table. To eliminate this, KRON-TV technicians built a special 5-foot boom which supported a sequence of mirrors controlled by the cameraman. Thus, the camera was well to one side of the table yet able to obtain a good shot of the patient from above, reports the station. Microphones were set up near the monitors permitting the audience to ask the surgeon questions during the operation and hear his answers immediately.

CONCERT OF CANADIAN MUSIC

MORE THAN 100 works of Canadian composers have already been received by the committee of BMI Canada Ltd. and BMI for the Concert of Canadian Music to be held in New York on October 16 under the direction of Leopold Stokowski. The concert is being sponsored by BMI for the greater development of past and present Canadian music. The progress report on Canadian compositions received was made by Ken Soble, CHML Hamilton, and Carl Haverlin, BMI and BMI Canada Ltd.

'BREAKFAST IN HOLLYWOOD'

INDEPENDENCE DAY marked return to NBC radio of *Breakfast in Hollywood*, the late Tom Breneman's program, on weekly basis, with Jack McCoy as m.c. The program has been on 17 western division NBC stations for the past six months. Chet Mittendorf is owner-packager-producer and Ralph Hunter is director of the show.

MINNEAPOLIS AQUATENNIAL

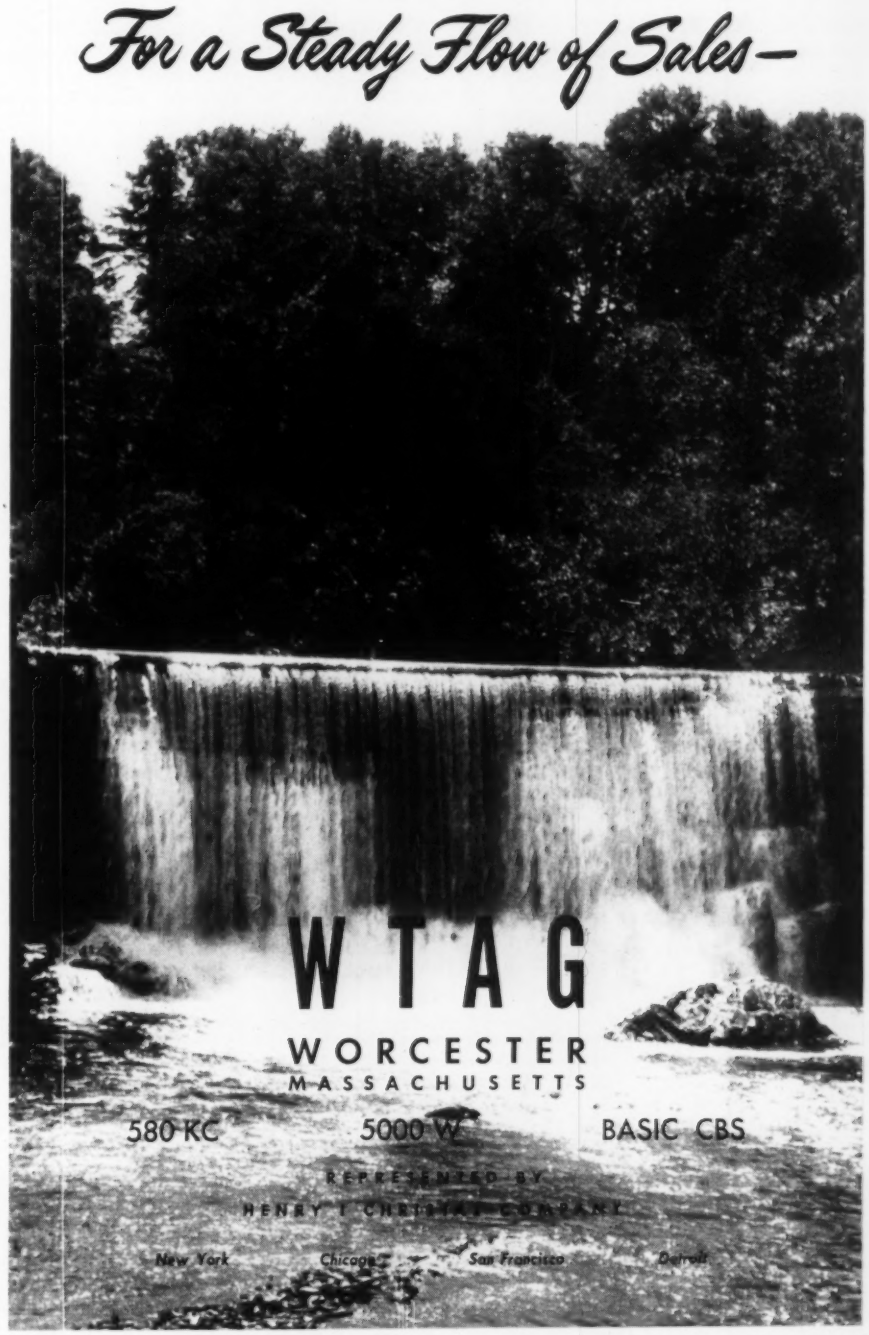
WCCO Minneapolis' all-star aquatennial show at Minneapolis auditorium on July 18 will feature Victor Borge, Georgie Jessel, Lu Ann Simms and the McGuire Sisters from the Arthur Godfrey shows. This is the station's contribution to the city's ten-day annual water festival. The station reports that it always kicks off the event with a two-hour show at the city's 10,000-seat auditorium.

SCHOOL DISC JOCKEY CONTEST

BILL VALOR, disc jockey at WLYN Lynn, Mass., recently ran a high school disc jockey contest on his 3-5 p.m. program, which the station reports was very successful. Students who wished to participate sent letters to the station, after which those eligible spinned six records apiece, two appearing on the program each day. The youngsters selected their own records, gave their own ad-lib and read two public service spots. Four winners were chosen by means of votes from listeners, which totaled fifty thousand, according to the station. The final elimination took place in the window of Youth World, a teen-age clothing store. Police were needed to keep traffic moving, so jammed was the street with listeners, the station reported.

HUSBAND-WIFE SERIES

MAKING efficient and economical use of food is the subject of new husband-and-wife series begun by WGN Chicago last June 29. Titled *Meet the Kraefts*, program features Norman Kraeft, WGN farm service director, and his wife, Jean. Program is sponsored by the Pure Milk Assn. and is heard Monday through Friday, 12:15-30 p.m. The Kraefts analyze and comment on new ideas designed to aid the homemaker—how to give meals more zest, turn shopping into a more profitable venture and make living more pleasant. They also present data offered by the home economic departments of various state agricultural colleges.



IN THE 75th MARKET
– TEXAS' 5th
EL PASO

KEPO is on the alert, day and night, cultivating the friendship of listeners throughout the Great El Paso Southwest area, the nation's largest trade territory.

KEPO's faithful audience includes businessmen, workers, farmers and ranchers, housewives . . . people who last year spent well-over one half a billion dollars in retail sales alone. In addition, because of its faithful coverage of all local sporting events, as well as complete day-by-day coverage of the new world-famous Mexican Pan-American Road Races, right from the heart of Mexico itself, KEPO has been labeled "The Sports Station"! It's only logical to realize that if you want your message to reach the prosperous people of the El Paso Southwest, send it through KEPO, with its 10,000 watts of power making it El Paso's most powerful station.

Ask Avery-Knodel for complete details.

Figures from Sales Management, May 10, 1953

THE MOST POWERFUL STATION IS
KEPO
ABC at 690 · 10 kw

. . . Still Going

A coffee account, using KGW, increased sales in this area 42 per cent.

FOR SALES RESULTS USE KGW

Economical and efficient medium for covering the mass market.

KGW

on the efficient 620 frequency

PORTLAND, OREGON

REPRESENTED NATIONALLY BY EDWARD PETRY, INC.

AFFILIATED WITH NBC

PEOPLE

Advertisers

J. C. Porter, division manager at Spokane, and **E. R. Cluff,** mid-continent division manager at Tulsa, named vice-presidents in charge of consumer and dealer sales and of painter and maintenance sales, respectively, General Paint Corp., S. F.

Thomas Emerson, vice president in charge of sales, named vice president and general manager of Eversharp Inc., N.Y.

Mr. Emerson

Wilmore H. Miller, vice president in charge of advertising and brand promotion, appointed vice president in charge of operations, Toni div. of Gillette Co., Chicago. **Stuart K. Hensley,** sales manager for Toni, appointed vice president in charge of sales, advertisng and brand promotion.

Florence Muller, Louis Cowan Production Agency, to character merchandising div. of Walt Disney Productions Inc., N. Y., to handle radio and TV promotion for Walt Disney character merchandise.

Sara Pennoyer, vice president and sales promotion director, McCreery & Co., N. Y., to J. W. Robinson Co. (department store), L. A., as vice president in charge of advertising and publicity.

Edwin B. Dexter, rear admiral USN retired, named director of public relations for Pan-American Coffee Bureau, N. Y. **Ellen Saltonstall** named director of consumer services in charge of food publicity and educational projects, and **John Burns** becomes director of advertising and sales promotion.

Samuel A. Krasney, wine and spirits editor of *New York Journal of Commerce,* to public relations dept. of Publicker Industries Inc., Philadelphia.

J. G. Hagey, advertising manager of B. F. Goodrich Rubber Co. of Canada, Kitchener, Ont., appointed president of Waterloo College, affiliate of U. of Western Ontario, London.

Warren E. Thompson, public relations officer of Chicago Title & Trust Co., elected president of Publicity Club, Chicago.

Agencies

Karl A. Brautigam, account executive, McCann-Erickson, N. Y., appointed vice president of agency.

John Monsarrat, senior vice president and management account supervisor, Lennen & Newell, N. Y., named general manager of agency.

G. Albert Honold, account executive, Ralph H. Jones Co., Cincinnati, and **William O. Mincher,** W. Earl Bothwell Agency, N. Y., to Rhoades & Davis, L. A., as vice presidents.

J. M. Bowman, formerly vice-president of Stewart-Bowman-Macpherson Ltd., Toronto advertising agency, to senior executive post with J. Walter Thompson Co. Ltd., Toronto.

H. Richard Seller, secretary and publicity director, Don Allen & Assoc., Portland, Ore., resigned to open own advertising agency with **Elizabeth Seller** at 206 S.E. Grand Ave., that city. **Rolland Gabel** promoted to senior account executive at Don Allen & Assoc., with **Bob McCullough** added to plans board. **Don James,** copy chief, becomes publicity director and **Newman Myrah** heads art dept.

Lou Smith, public relations director, Council of Motion Picture Organization's "Movietime, U.S.A." campaign, opens public relations office at 340 N. Rodeo Dr., Beverly Hills, specializing in motion picture and TV producer organization accounts.

Alex Evelove, publicity director of Warner Bros. studio, opened his new office as free-lance publicity and public relations firm at 332 S. Beverly Dr., Beverly Hills.

Ford C. McElligot, senior account executive, John H. Riordan Co., L. A., (recently taken over by Roy S. Durstine, Inc.) opens own agency, **Ford C. McElligot & Associates,** at 742 S. Hill St., that city.

LLOYD E. YODER, general manager, KNBC San Francisco, and Alma Cella, concert singer, whom he married on June 20 [B•T, July 6].

Mark H. Fuller, sales promotion director, Pacific Finance Corp., L. A., to Western Adv. Agency Inc., that city, as account manager and specialist in financial advertising.

Donald S. Briese, director of TV production, Cole & Wober Agency, Portland, Ore., to Frank Wright National Corp., S. F., as account executive.

Ralph Holmstad, formerly Washington State radio news editor for Associated Press, named publicity director for Miller & Co., Seattle advertising agency.

Howard Flynn, chief announcer at KMPC Hollywood, to Walter McCreery Inc. of Beverly Hills, as radio and TV director.

Jerry Steimle, advertising and sales promotion manager, Magna Engineering Corp., Menlo Park, Calif., to Dancer, Fitzgerald-Sample Inc., S. F.

Ted Keady, radio-TV director, Pitluk Adv. Co., San Antonio, to Ruthrauff & Ryan Inc., Houston, as account executive.

John Gaunt, director, NBC-TV Hollywood, to Grant Adv. Inc., that city, as radio-TV director. **Roger Patrick,** account executive, elevated to director of administration, research

and media of agency. **Lee Hogan,** KNBH (TV) Los Angeles fashion editor and commentator, to agency as head of women's promotion div.

Laura Fisher, assistant media director at Glenn Jordon & Stoetzel Adv., Chicago, named media director of Burton Browne, that city.

Joan Landry appointed radio-television time buyer, L. C. Cole Co., S. F.

John Motyl, formerly of CJCA Edmonston, named copy chief of Edmonton office of Stewart-Bowman-Macpherson Ltd., advertising agency.

Donald E. Gehring, sales and advertising manager, Nutrena Mills Dog Food Div., to Erwin Wasey & Co., L. A. office.

James M. Stewart, advertising manager at J. T. Baker Co., N. Y., to William Esty Co., N. Y., as assistant account executive on National Carbon Co. account.

Douglas Cornwell, *U. S. News and World Report,* to Compton Adv., N. Y., in market development dept.

Jerry Gordon, Sun Ray Drug Co., Phila., to Sherman & Marquette, N. Y.

Betty Bakalian and **Robert Luebbers** to art dept., N. W. Ayer & Son, Phila. **Charles N. Robinson** to agency's outdoor adv. dept., and **Ira Rothbaum** to copy dept.

Richard Yeager rejoins art staff of Beaumont, Heller & Sperling, Reading.

Stations

J. W. Timberlake Jr., W. L. Stenesgaard & Assoc. Adv., named general sales manager of Jefferson Standard Bcstg. Co., WBT and WBTV (TV) Charlotte.

David F. Milligan, promotion manager at WFBM-AM-TV Indianapolis, Ind., appointed general manager of WASK and WFAM-TV Lafayette, Ind. He succeeds **E. R. Herkner,** who died May 30.

Milton D. Friedland, former sales service manager at WBBM-TV Chicago and national spot manager at WBKB (TV) Chicago, appointed manager of WICS (TV) Springfield, Ill., slated to go on air about Sept. 1.

F. E. Busby, general manager of WKRG-AM-FM Mobile, Ala., appointed general manager of WPFA-TV Pensacola, Fla.

Mr. Busby

Charles Parker, program promotion dept., of WDRC-AM-FM Hartford, promoted to account executive.

Polly Kaufman, publicity director, KFI Los Angeles, retires July 15. **Jack Littleton,** KFI sales promotion, replaces Mrs. Kaufman.

John D. Kennedy, program director of KFYO Lubbock, Tex., to WLW Cincinnati. **Pete Katz,** senior producer-director-writer at WHAS-TV Louisville, appointed producer-director at WLWT (TV) Cincinnati. **Clark Crume** to WLW client service staff and **Joe Dwyer,** WLWT (TV), to WLWA (TV) Altanta, as office manager. **Joe Beckman** succeeds Mr. Dwyer in Cincinnati office.

James Strickler, part-time announcer and teacher, becomes full-time program director of WMGW Meadville, Pa.

Ward Glenn has resigned as public relations director of WIRE Indianapolis, Ind., to become manager of Erie (Pa.) Philharmonic Orchestra July 20.

Robert Woodburn, former member of NBC o&o stations division accounting office in N. Y., transferred to Chicago as chief accountant for WMAQ and WNBQ (TV).

Pat Cooney, manager, Ley & Livingston advertising agency, Phoenix, to KHJ-TV Hollywood, as account executive.

Ray Beindorf, chief traffic coordinator, KNXT-TV Hollywood, promoted to account executive, KNXT.

Bill Burns, formerly newscaster at KQV Pittsburgh, named news director of WDTV (TV) Pittsburgh.

Richard Victor, Carl Tubbes, Cliff Brown and **Herb Cuniff** named TV directors at WBKB (TV) Chicago.

Alice E. Cook, traffic manager, **Jack F. A. Flynn,** weekend manager and program administrative assistant, and **John Tillman,** night man-

SPOKEN WITH THE VOICE OF

Authority!

Just as your doctor's training and study gives AUTHORITY to his health directions . . . so does WWNC's performance for the public welfare of Western North Carolina. WWNC has never failed to champion a worthwhile cause . . . and by the same token, the station has fought those moves detrimental to the community.

How to reach Western North Carolina . . . a factual sixteen-page booklet . . . is a MUST if you want your product to have "authority" in this rich area. Ask H-R, or write direct to WWNC.

Western North Carolina puts its faith in WWNC . . . the words the station broadcasts are the voice of authority to 82.4% of the radio homes in an 11-county area. YOUR message over WWNC carries this same "authority" . . . and carries it to people who are able to buy . . . and do!

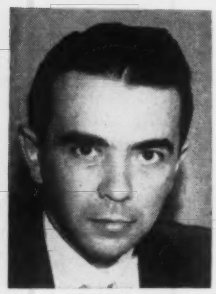
CBS 5000 WATTS WWNC DAY AND NIGHT CBS

570 ON YOUR DIAL

CITIZEN-TIMES STATION IN ASHEVILLE, N. C

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES

ager and chief announcer, appointed assistant operations manager of WPIX (TV) New York.



Mr. McCarthy

Dean McCarthy, formerly director of TV for National Council of Catholic Men, Washington, and producer of *The Catholic Hour* for NBC-TV, to WCAN-TV Milwaukee as producer-director.

Johnny Parker, sports director at WCOG Greensboro, N. C., in addition to other duties, appointed program director. **Russ Reardon** to WCOG staff as announcer-disc jockey.

Robert House, NBC-TV production dept., and **John Farley,** formerly with CBS-TV production, to production staff of WHAS-TV Louisville, Ky.

Sidney Barbet, executive director of Buyer's Assoc. Inc., appointed film buyer for WBAL-TV Baltimore.

Joan Kolberg, assistant promotion manager, named director of WNAX-KVTV (TV) promotion dept.

Ed Presnell, sales staff of Saphron Bros., St. Louis, named sales representative of KSTL St. Louis.

Leo Gold appointed news editor of WSTC Stamford, Conn. **Frank Lennon Jr.** and **Anthony Pia** to news staff of WSTC.

Jack Van Nostrand, supervisor of CBS Hollywood guest relations staff, promoted to chief traffic coordinator, KNXT-TV Hollywood.

Jerry Keefe appointed assistant chief engineer at WHBF-AM-FM-TV Rock Island, Ill. **Anne Slenker** is music librarian of station.

John Briggs appointed a full-time studio engineer at KUSD Vermillion, S. D.

Billy McReynolds reappointed farm and ranch director for WOAI San Antonio.

Robert C. White, news staff, WAVE-AM-TV Louisville, Ky., to announcing staff, that station, replacing **George Barnes,** now announcer at WDSU New Orleans.

Walter Renchinsky appointed to engineering staff of WICC-TV Bridgeport, Conn.

Vera Massey, radio and TV personality, to staff of WDSU-TV New Orleans.

Buell Dalton, studio engineer, KBIG Hollywood, to KPIK (TV) Los Angeles, to handle transmitter construction. Replacing Mr. Dalton is **John Haradon,** studio-transmitter engineer, shifted from KBIG Avalon, Calif. **Leo Elton,** engineer, WGN Chicago, to KBIG as studio-transmitter engineer.

Connie Cook named home service director, WOW-TV Omaha, Neb.

Helen Tucker to continuity staff of WPTF Raleigh, as continuity writer.

Barbara Burge, WWOD Lynchburg, Va., to continuity staff of WFDF Flint, Mich.

Alone in Triumph

SALESMAN DON BELL thought he had "fractured" the folks back home in Des Moines when he appeared on NBC-TV's *Big Payoff* program and won the grand prize worth $8,000, including a mink coat for his wife, a trip to Holland and a Kaiser Manhattan sedan. Before leaving for New York, he had asked all his friends to watch him on WOI-TV Ames "for some sharp answers." Following his triumph, he called WOI-TV to share his moment of glory but learned that the station was off the air because of antenna trouble and that no one in Iowa had viewed his feat.

Robert Rohrs to sales staff of KOA Denver.

Brad Lacey, disc jockey and announcer at WKXL Concord, N. H., to WTSL Hanover, N. H., as disc jockey and sales representative.

Paul Snider, program director, KOWL Santa Monica, to KPOL Los Angeles as disc jockey and staff announcer. **Paul A. Compton,** staff announcer, KOWL, named program manager of that station, replacing Mr. Snider.

Bill Stewart, sales staff of Tax Div. of Research Institute of America, to sales staff of WTAM Cleveland.

Mary Rhodes, featured performer on *Les Malloy Show* on KGO-TV San Francisco, to KGO-TV San Jose as conducter of *Bar 1950* program.

Jim Trahan, announcer at KSIG Crowley, La., to KLFY Lafayette, La., in same capacity.

Deke Miles, program director at WSDC Marine City, Mich., to WHLS Port Huron, Mich., as disc jockey.

Marion Hegarty to traffic dept. of WCCM Lawrence, Mass., and **Jeff Kalik** to station as announcer.

Norman Ross Jr., son of late **Norman Ross,** announcer-disc jockey who died June 19, will be m.c. of *Olson Travel Show* on WMAQ Chicago, formerly conducted by his father.

Mary T. Stella to traffic dept. of WDRC-AM-FM Hartford.

Johnny Grant disc jockey of KMPC Hollywood, signed for similar role in Universal-International feature film, *The Glenn Miller Story.*

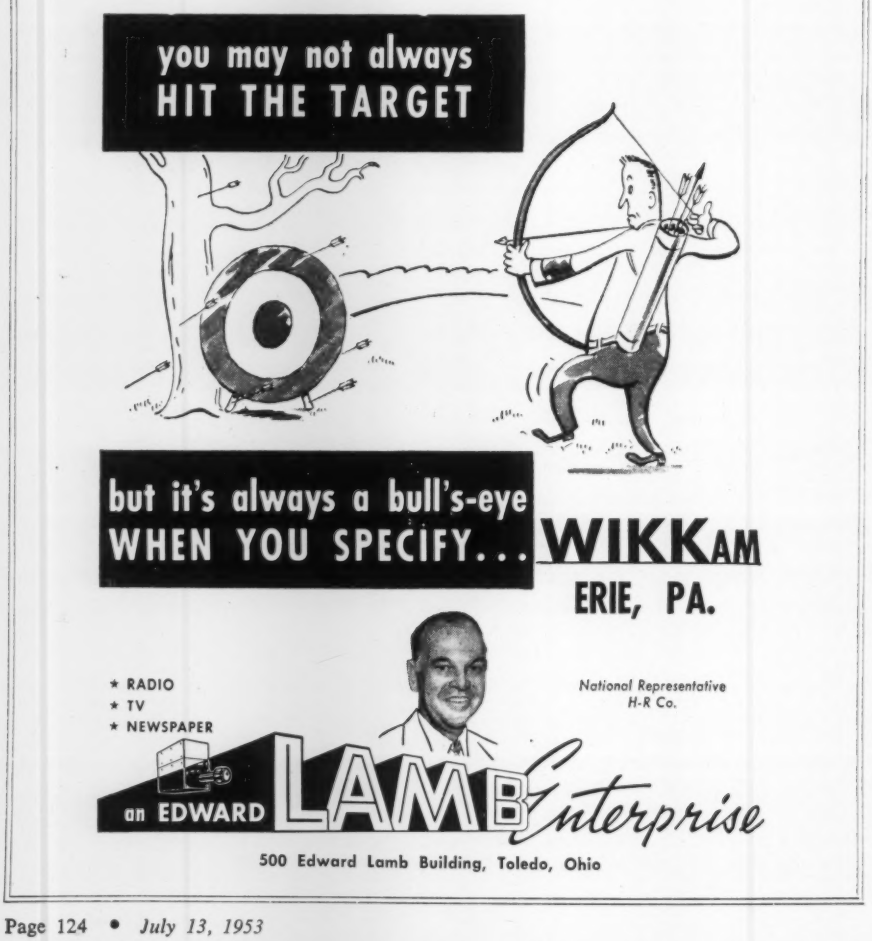
Bill Brundige, sportscaster, KHJ-TV Hollywood, portrays himself in Hall Bartlett Productions' feature motion picture "Crazylegs—All American."

John Pattison Williams, executive vice president of Air Trails Network (WING Dayton, WCOL Columbus, WIZE Springfield, all Ohio), reappointed to advertising committee of U. S. Chamber of Commerce.

Harry W. Hoth, commercial manager of KRDO-AM-TV Colorado Springs, elected vice president of U. S. Junior Chamber of Commerce.

Walter B. Hasse, general manager of WDRC-AM-FM Hartford, Conn., named member of executive committee of Hartford Chamber of Commerce.

Gunnar O. Wiig, executive vice president of KQV Pittsburgh, honored by International



League and Rochester baseball club for originating "recreated play-by-play baseball broadcasting."

Frank Tooke, general manager of KYW Philadelphia, received citation from Prisoners' Family Welfare Assn. in recognition of station's service in drive to obtain funds for families of prisoners.

Harvey J. Struthers, general manager of WEEI Boston, appointed to advertising advisory council to Mass. Dept. of Commerce.

Bruce Barrington, assistant general manager of KXOK St. Louis, promoted to colonel in U. S. Army Reserve.

Harry B. Shaw, sales manager at WSJS Winston-Salem, N. C., elected president of Winston-Salem Sales Executives' Club and director of Lions Club, that city.

George Mance and **Kent Redgrave,** producers for WBAL-TV Baltimore and WBAL, respectively, received citations from U. S. Navy Recruiting Station in that city for their respective shows, *Call to Arms* and *Operation Question Mark*.

Arthur Riklin, account executive with KPRC-AM-TV Houston, Tex., elected national junior vice president for Air Force Reserve Officers Assn.

Donald Bruce, newsman at WIRE Indianapolis, Ind., installed as second vice president of downtown Indianapolis Lion's Club.

Winford McDaniel, program director at KLFY Lafayette, La., father of boy, Winford II, June 26.

Paul Sullivan, newscaster with WIP Philadelphia, received citation from *Collier's* for "excellence in reporting."

Anne Holland, director of women's activities for public affairs and information dept., WBAL-AM-TV Baltimore, presented with Baltimore YMCA "citation for service."

Ray McCay, WLWA-TV Atlanta, voted most popular hillbilly artist in Atlanta area, according to *TV Digest* pole, and received award to that effect.

W. C. Porsow, station manager, WNAM Neenah, Wis., father of girl, Christine Ann, July 5.

Jim Hawthorne, KNX and KNBH-TV Hollywood, father of girl, Deone, July 1.

Milton Boyd, announcer at WHBF-TV Rock Island, Ill., father of boy, David George, June 23.

Networks

Alan Beaumont, formerly station director of WMTV (TV) Madison, Wis., (which began test patterns last week) rejoins NBC Central Division and has been appointed production manager of NBC o&o WMAQ and WNBQ (TV) Chicago.

M. Clay Adams, director of NBC-TV's *Victory at Sea* series, appointed manager of film production for CBS-TV.

Jack B. Purcell to CBS-Hollywood legal dept. as attorney.

Gregory Peters, continuity editor, NBC Hollywood continuity acceptance dept., promoted to assistant manager. **John Spence,** communications editor, network's traffic dept., promoted to continuity acceptance as commercial editor.

Jim Duffy, former head of ABC Central Division sales promotion dept., transfers to sales dept. as account executive.

Frederick DeCordova, CBS-TV contract producer-director, assigned to *George Burns and Gracie Allen Show* next season, replacing **Ralph Levy** who is taking year's leave of absence to develop own package shows for CBS. Mr. Levy will continue as director of CBS-TV *Jack Benny Show*.

Leon Forsyth, merchandising manager, CPRN and KNX Hollywood, adds duties of program promotion, and **Arthur W. Sawyer,** CPRN research dept., promoted to assistant sales promotion manager.

Betty and **Jane Kean,** song-and-dance comedy satirists, signed by NBC to five-year contract for radio and television.

John Crispe to NBC Chicago staff as studio engineer, **Fred Whiting** as newswriter, **David Gray** as production facilities assistant, and **Alfred Charnas** as member of program-production services.

Jim Backus, radio-TV actor, signed by Republic Pictures for featured role in *Geraldine* starring **John Carroll** and **Mala Powers**.

Irving Reis, 47, founder of CBS *Columbia Workshop*, died July 3.

Chet Campbell, manager of NBC Chicago press dept., father of girl, Alice Jayne.

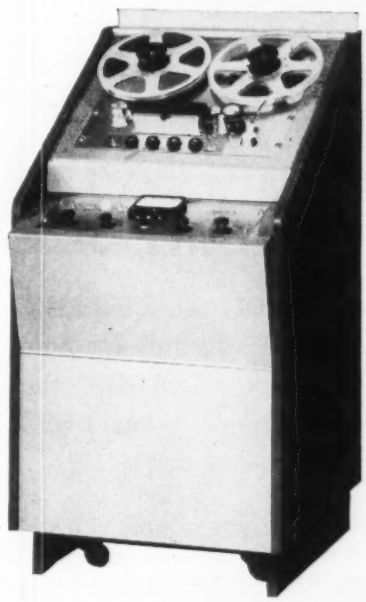
Dick Noble, NBC Chicago staff announcer, elected vice president of Illinois State Normal Alumni Assn.

Manufacturers

Ben Z. Kaplan IT&T Distributing Corp., named advertising and promotion manager of CBS-

ANNOUNCING

THE **AMPEX 350** TAPE RECORDER



AMPEX MODEL 350

Tape speeds — 7½ & 15 in/sec. or 3¾ & 7½ in/sec.

Frequency response

15 in/sec. — ± 2 db from 30 to 15,000 cycles
7½ in/sec. — ± 2 db from 30 to 10,000 cycles
± 4 db from 30 to 15,000 cycles
3¾ in/sec. — ± 2 db from 50 to 7,500 cycles

• **A NEW MODEL** *by the leader in tape recording*

Ever since the first AMPEX (the Model 200) set a milestone in progress by making recorded sound "come to life," the broadcasting and recording industries have rightly expected new AMPEX models to set the pace.

• **A NEW SLANT** *on operating convenience*

With introduction of the AMPEX 350, a new 30° slant on the top plate puts the reels, editing knobs and all controls within easier reach of any operator — tall or short, standing or sitting. Tape editing is faster and less tedious. Servicing is simplified by pivoting of the top plate and sliding out of the internal assemblies.

• **A NEW STANDARD** *of reliability*

In precision of timing, response to controls and freedom from breakdowns and repairs, AMPEX Tape Recorders have consistently led the industry. For utmost reliability, this new Model 350 has a three motor tape transport mechanism (previously used in the AMPEX 300, but now available in this lower priced machine).

• **A NEW REASON** *to change to the best*

Ultra high fidelity recording is now priced within reach of discriminating users in every field — radio stations, home high fidelity systems, schools, industry and professional music. And because the AMPEX 350 is built to last, it will cost the least per hour, per week and per year.

If you plan for tomorrow, buy AMPEX today

For further details write today to Dept. D-1228C

AMPEX
ELECTRIC CORPORATION
934 Charter Street, Redwood City, California

Columbia Distributors Inc., N. Y.

John H. Ganzenhuber, manager of government contracts div., Hoffman Laboratories Inc., L. A., elected vice president and general manager of Hughey & Phillips, Tower Lighting Div., with headquarters at company's Burbank, Calif., plant.

Mr. Ganzenhuber

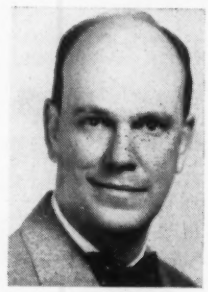
Walter F. Brown named Chicago area sales representative for General Electric Co.'s silicone products dept.

Joseph L. Noveski, district manager, General Electric Supply Co., L. A., named national sales manager for Sunbeam Lighting Co., same city.

Westley J. Tuite, Chicago district manager, W. H. Brady Co., promoted to general sales manager at company's main office in Milwaukee. **Fred C. Kluhsman** appointed Chicago district representative. **Joseph I. Stone,** eastern district representative, promoted to eastern district manager with headquarters in Newark, N. J. **Paul J. Leonard** appointed mideastern district representative with headquarters in Philadelphia.

C. G. Barker has resigned as sales manager of Magnecord Inc., Chicago.

Russell J. Tinkham, mid-western sales district manager for Ampex Corp. (magnetic recording equipment), transferred from Chicago to Redwood City, Calif., headquarters as manager of audio sales. Taking over Chicago assignment is **E. L. Koller,** manager of Ampex field service engineering dept. His former post is being filled by **J. I. Stultz.** Newly created southwestern sales district to be headed by **E. G. Swanson.**



Mr. Tinkham

John William Hines, mid-west sales manager for Erico Products, appointed director of sales for Magnecord Inc., Chicago, replacing **C. G. Barker,** who has resigned.

Berne Fisher, chief engineer and production manager at General Instrument Corp., named director of engineering for Standard Coil Products Co.

John S. Brown named engineering director and **Lawrence R. Krahe,** chief of advance development group of Andrew Corp., Chicago.

Ralph R. Stubbe, design engineer for TV receivers, Hoffman Radio, L. A., appointed assistant chief engineer at General Instrument Corp., Elizabeth, N. J.

Neal W. Welch, director of sales, Sprague Electric Co., North Adams, Mass., appointed vice president in charge of sales.

Mr. Welch

S. M. Vance appointed sales manager; **Loys Griswold,** Chicago office manager; **George D. Downing,** apparatus product sales manager; **James M. McNulty,** component sales manager; **F. Ire Richards,** Chicago office manager of resale industries sales, and **Richard M. King,** Chicago office manager of user industrial sales, General Electric Co., in company's realignment of its apparatus sales organization in its central district.

Representatives

Robert S. Mandeville, formerly with NBC and John H. Perry Assoc., appointed vice president and western sales manager of Everett-McKinney Inc., radio-TV station representative.

Program Services

Wes Cameron, account executive, Len Wood Co., L. A., to Target Productions, Hollywood, as production assistant on NBC-TV's *Place the Face* show.

Frank Samuels Jr., West Coast manager of radio and television, William Morris Agency, Beverly Hills, has resigned.

John Beck, in radio and screen dept., William Morris Agency, Hollywood, resigned to become independent TV packager.

Services

William C. Cothron, Allen B. DuMont Labs. to Unitel Inc., N. Y., consultant firm, as supervisory engineer in Tokyo for first chain of TV relay stations sponsored by Nippon TV Network Corp.

SCROLL for 30 years of radio public service is presented to W. R. Beattie (r), 82, as he takes extended leave from his *Gardening With Beattie* (on WRC Washington since 1930), by Carleton D. Smith, vice president and general manager of WRC WNBW (TV), NBC o&o outlets. Mr. Beattie's radio program is claimed to have the longest continuity of any in the Nation's Capital.

SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

WDBJ...

Roanoke's LARGE ECONOMY SIZE

Whether YOU use NIELSEN or SAMS, you'll find WDBJ's daily audience DOUBLE the second station's — at LESS than 20% more cost!

WDBJ's Nielsen and SAMS reports are now available from your nearest Free & Peters Colonel, or from the station.

Compare — then call — Free & Peters!

WDBJ

Established 1924 • CBS Since 1929
AM • 5000 WATTS • 960 KC
FM • 41,000 WATTS • 94.9 MC
ROANOKE, VA.

Owned and Operated by the TIMES-WORLD CORPORATION

FREE & PETERS, INC., *National Representatives*

CANADA-U. S. FIRMS PLAN JOINT FILMS

MAKING the first major move to develop Canadian TV film production, All-Canada Radio Facilities, independent station operator and transcription syndicator, has closed a deal with Robert Maxwell Assoc., New York and Hollywood packager, to co-finance a half-hour Lassie TV series.

Deal involves mutual financing with All-Canada getting exclusive distribution in Canada and the Maxwell firm retaining U. S. and world-wide rights. Guy Herbert, All-Canada general manager, worked out arrangements in Hollywood with Mr. Maxwell. Harold Carson, president and board chairman of All-Canada in Calgary, Alberta, approved them.

Mr. Maxwell, who recently acquired all TV and movie rights to the former M-G-M dog star, with a $27,500 budget for each, has set July 25 as starting date for the first two films in the 39 TV series. They will shoot in 35 mm Eastman color as well as black and white. Outdoor scenes will be shot on location in Canada, with interiors in Hollywood.

Scripts are being written by Claire Kennedy, Jackson Gillis and Dave Dortort. Fred Wilcox, who directed the initial M-G-M "Lassie Come Home," will have the direction assignment, if a loan-out agreement can be worked out with the motion picture company. Clarence Eurist and Stan Cortez will film the series.

A veteran New York radio packager, Mr. Maxwell set the original financing for the Superman TV series and produced the first 26 films. Robert Maxwell Assoc. is headquartered at Samuel Goldwyn Studios, Hollywood.

CAB Committee Formed To Write Video Code

WITH early start of independent television in Canada, the Canadian Assn. of Broadcasters has formed a special committee to formulate a code of ethics and standards for Canadian TV.

The committee was appointed by the nine CAB members licensed for TV in Canada to date, following their meeting at Ottawa June 22. Chairman is Ken Soble, CHML CHCH-TV Hamilton; Clifford Sifton, CKCK-TV Regina and CHCH-TV Hamilton; Henri Lepage, Quebec Television Ltd. and CHRC Quebec; and J. E. Campeau, CKLW-AM-TV Windsor-Detroit.

A CAB committee has met with the Canadian deputy minister of national revenue to discuss practices and charges for importing TV films into Canada.

CAB Lists 59 Agencies

FIFTY-NINE advertising agencies are listed by the Canadian Assn. of Broadcasters as having been enfranchised for the year ending May 31, 1954. This does not include agencies enfranchised in past year, as all applications are not yet in. Of the 59 agencies listed, seven are Canadian offices of U. S. agencies at Toronto or Montreal. These are Atherton & Currier Inc.; Erwin, Wasey of Canada Ltd.; Hutchins Adv. Co. of Canada Ltd.; Kenyon & Eckhardt Ltd.; Ruthrauff & Ryan; J. Walter Thompson & Co. Ltd.; and Armand S. Weill Co.

Outlets Clearing Time For Politician Airings

CANADIAN stations are beginning to clear time for paid political broadcasts for candidates in the forthcoming federal election, Aug. 10. Bulk of the paid campaign speeches are expected in the last three week of the campaign. Many stations have submitted to local candidates time schedules on which time will be available for paid broadcasts, and have offered them on a first come, first served basis. Canadian Broadcasting Corp. political broadcast regulations have been changed this year to allow stations to sell time for campaign speeches in any quantities the stations desire.

Stations are expected to make available time to all parties, and the CBC station relations department will not interfere except on complaints that stations will not sell time to a particular party. Only restriction on time is that no station in any city may have a local political campaign speech on the air opposite a free time CBC network political broadcast. Most stations on the networks are privately-owned stations. The regulation previously in force that there must be a 15-minute buffer between paid political broadcasts and free time political broadcasts has been dropped for this election.

The present election campaign on radio is being regulated under the revised CBC white paper on political broadcasts issued late in May. Under revised rules only four parties are now recognized as being national parties for free time, but any other party which on nomination date, about two weeks prior to the election, can put 66 candidates in the field across Canada, will be allotted free time as a new national party. There are 264 seats in the Canadian House of Commons for which members are to be elected.

Dramatized political broadcasts are not permitted.

New CBC Regulations Allow More Advertising

INCREASED advertising content under new Canadian Broadcasting Corp. regulations [B•T, July 6], which went into effect July 1, is based on two time periods, midnight to 6 p.m. and 6 p.m. to midnight. More advertising is permitted in the first time period. Thus a five-minute program can have one minute 15 seconds of advertising time in the midnight to 6 p.m. period, and only one minute in the 6 p.m. to midnight period. Half-hour program periods can have four minutes 15 seconds advertising content in the first period and three minutes in the evening period. In a one-hour program advertising content time is seven minutes and six minutes, respectively.

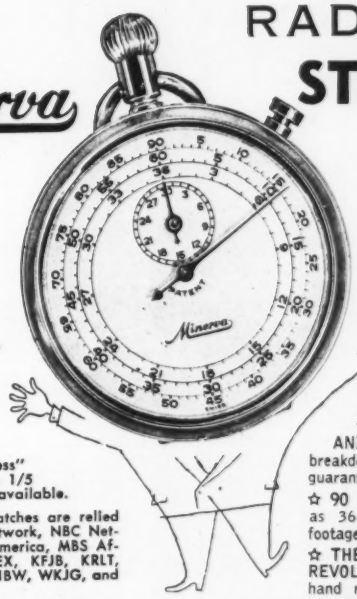
Stations also are permitted to use more than four flash or spot announcements of three minutes time in any 15 minute period, if arrangements are made with the CBC. A proportionate decrease in such spot or flash announcements in other periods of the day must be made to compensate for the increase.

Stations may not sell time for insurance advertising not authorized under Canadian law, nor for the sale of securities other than those of a federal, provincial or municipal government or public authority, nor for the sale of interest in any mining or oil property. Stations may sell time for giving general quotations of market prices presented without comment.

top performance **guaranteed**

RADIO & TV

Minerva **STOPWATCH**



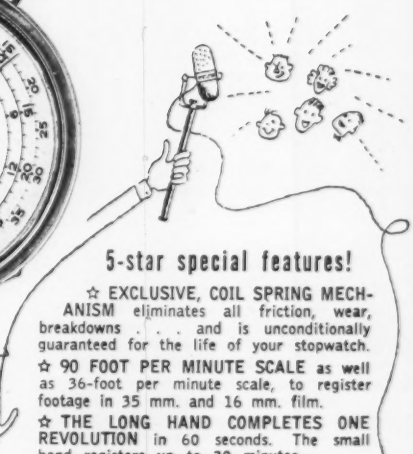
Filmmeter
Model #106F

Special
Professional Price
$18.20 net

side-slide "noiseless" model with plain 1/5 second dial also available.

Minerva Stopwatches are relied upon by: CBS Network, NBC Network, Voice of America, MBS Affiliates, KCJB, KEX, KFJB, KRLT, WTOP, WHAK, WIBW, WKJG, and others.

Accuracy certified by our Western Electric Electronic Timer
Write today for new catalog



5-star special features!

☆ EXCLUSIVE, COIL SPRING MECHANISM eliminates all friction, wear, breakdowns . . . and is unconditionally guaranteed for the life of your stopwatch.

☆ 90 FOOT PER MINUTE SCALE as well as 36-foot per minute scale, to register footage in 35 mm. and 16 mm. film.

☆ THE LONG HAND COMPLETES ONE REVOLUTION in 60 seconds. The small hand registers up to 30 minutes.

INDEPENDENT HAMMER SPRING GUARANTEED FOR LIFE to give perfect fly-back to zero on Time Out features.

☆ NON-MAGNETIC—7 JEWELS

M. DUCOMMUN CO.

Specialists in Timing Instruments • 580 Fifth Avenue, New York 19 • PLaza 7-2540

U.S. Shows Still Win Popularity in Canada

UNITED STATES programs are most popular with Canadian listeners, according to surveys by the Radio Panel of Canada, conducted by International Surveys Ltd., Toronto and Montreal. A diary report is kept by a sample of 400 radio homes in each area studied, and marked off in quarter-hour periods. For May, 1953, the most popular evening network programs were *Radio Theatre* with 34% of radio homes tuned in, followed by *Our Miss Brooks*, 28%; *Edgar Bergen Show*, 27%; *Amos 'n' Andy*, 27%, and *CBC 10 p.m. News*, 25%. Daytime network shows were led by *Ma Perkins*, 36%; *Pepper Young's Family*, 35%; *Road of Life*, 32%; *Right to Happiness*, 32%, and *Life Can Be Beautiful*, 31%.

On French-language evening network, the most popular programs were *Un Homme et Son Peche*, 81%; *Metropole*, 48%; *Radio Carabin*, 41%; *CBC 10 p. m. News*, 29%, and *La Famille Plouffe*, 28%. Daytime French shows were led by *Je Vous ai Tant Amie*, 61%; *Jeunesse Doree*, 59%; *Francine Louvain*, 59%; *Grande Soeur*, 55%, and *Rue Principale*, 54%.

U.S. Stations Name McDermott

ANDY McDERMOTT, Toronto, has been appointed Canadian representative for ten U. S. television stations: WABD (TV) New York, WKTV (TV) Utica, WHEN-TV Syracuse, WHAM-TV Rochester, WICU (TV) Erie, WXEL (TV) Cleveland, WWJ-TV Detroit, WTVN (TV) Columbus, WGN-TV Chicago, WOW-TV Omaha as well as WGR (AM) Buffalo. Mr. McDermott, general manager of Radio & Television Sales Inc., Toronto and Montreal, formed his own company to represent U. S. TV stations. A growing amount of Canadian advertising is appearing on border TV stations which have a sizable Canadian audience or whose viewers travel to Canada during vacation time. Beer and travel advertising form the basis of most Canadian advertising placed on U. S. stations.

Sign for Hockey Broadcasts

IMPERIAL OIL Ltd., Toronto, and Maple Leaf Gardens, Toronto, last month signed an agreement for exclusive radio and television rights to the Toronto hockey team home games for the next three seasons. Conn Smythe, president of Maple Leaf Gardens, and Jack MacLaren of MacLaren Advertising Ltd. signed the contract for a "substantial" amount. Imperial Oil has for many years sponsored the broadcasts of the Maple Leaf hockey games on Saturday nights on Canada-wide networks. Last winter the games were telecast for the first time simultaneously with running commentary by Foster Hewitt for both radio and television audiences. With a TV network now in operation in Canada, the games are expected to be telecast in all centers where there are TV stations.

Heads Canadian RTMA

A. B. HUNT, manager of communications division of Northern Electric Ltd., Montreal, was re-elected president of the Radio-Television Manufacturers Assn. of Canada at its 24th annual meeting at Bigwin Inn, Ont., June 19.

Canada's June TV Ratings Are Highest on Record

CANADA marked its highest TV ratings to date during the first week of June, so reports Teleratings of Elliott-Haynes Ltd., Toronto. Coronation telecasts June 2 drew most of the audience: 94.2% of audience on CBFT Montreal, 84.3% on CBLT Toronto.

CBFT's next five in ratings were: *March of Time*, 82.6; President Eisenhower's message, 81.8; Coronation Review (Canadian), 72.9; *Vacationland America*, 69.2, and *Tele-Scope* (Canadian), 69.2.

CBLT's next five: *Wrestling*, 32.7; *Jackie Gleason*, 27.5; *Little Revue* (Canadian), 26.3; *Studio One*, 24.6, and *Now's Your Chance* (Canadian), 22.5.

Most popular programs in the Toronto-Niagara Falls area from U. S. stations were *Comedy Hour*, 75.9; *Dragnet*, 73.4; *The Doctor*, 68.9; *TV Playhouse*, 68.2, and *Private Secretary*, 67.6.

A daytime peak for sets-in-use was established June 2, when the report shows 89.7% of the 170,000 sets in the Toronto-Niagara Falls area were in use, as compared to the average for the week of 63.4%, up slightly from May. The report shows 324,200 sets in Canada, with 62,600 in the Montreal-Ottawa area, 65,500 in the Windsor-Sarnia area, and 6,300 sets in the Vancouver-Victoria area.

Avco Expands in Canada

FORMATION of Avco of Canada Ltd. was announced last week by Victor Emanuel, chairman and president of the Avco Mfg. Corp., in disclosing that the firm has entered into an agreement to purchase all the outstanding stock of Moffats Ltd., Toronto, appliance manufacturers. Mr. Emanuel noted that the acquisition will result in Avco becoming "one of the leading factors in the rapidly expanding Canadian market for household appliances and radio and television receivers."

CAB Name Change Up

SPECIAL meeting of the Canadian Assn. of Broadcasters has been called to vote on changing the association's name and the location of its head office. Meeting will be held Sept. 1 at Jasper Park Lodge, Jasper, Alberta. Proposed title for the group is Canadian Assn. of Radio & Television Broadcasters, with head office in Ottawa.

CHCH-TV Given Niagara TV

CHCH-TV are the call letters assigned to the Niagara Television Ltd.'s vhf Ch. 13 station in Hamilton, Ont., Canada. CHCH-TV has purchased RCA Victor Ltd. equipment and expects to be in operation by next December [B•T, June 15]. It is possible that the station will be shifted to vhf Ch. 11, but so far the Canadian government has not officially announced the change.

Canada TV Set Sales

A TOTAL of 114,260 TV receivers have been sold in Canada in the first five months of the year, reports the Radio-Television Mfrs. Assn. of Canada. Of these, 20,124 sets were sold in May. The manufacturers plan to produce another 92,000 sets in the next three months.

NBC-Northwestern Institute Adds More Industry Lecturers

GRADUATES or students of more than 40 American colleges and universities in 20 states, plus Hawaii, are attending the 12th session of the NBC-Northwestern U. Radio-TV summer institute in Chicago, the network reported last Monday. The session will continue through Aug. 1.

Besides the regular NBC Chicago instructors previously announced, other lecturers have been added to the institute roster from agency, station and film ranks. These include Peter Cavallo, director of radio-TV-films, J. Walter Thompson Co., Chicago; George Guyon, Walter Schwimmer Productions; Norman Lindquist, vice president, Atlas Film Corp., and Don Cook, special events director, WGN-TV Chicago. Representatives of various NBC radio and television departments will participate.

Miss Judith Waller, NBC Chicago public affairs and education director, and Donley Fedderson, chairman of NU's radio-TV department, are co-directors of the institute, which started June 22.

INDIANA U. radio-TV department students James Murray (l) and Bruce Cox were winners of $250 scholarships from Sarkes and Mary Tarzian, owners of WTTV (TV) Bloomington. I.U. TV programs are presented by beam relay on WTTV from a campus studio.

Film Radio Center Planned

CONSTRUCTION of a unit of a new $500,000 production studio in Atlanta for the Protestant Radio Center is underway. Cost of the unit is expected to be about $125,000. The center, supported by Methodist, Presbyterian U. S., Episcopal, United Lutheran and Presbyterian U. S. A. church groups, is the only inter-denominationally owned and operated production center in the country for religious TV, radio and audio-visual aids. Site of the studio, located on the Emory U. campus, was the gift of the school.

Miami Educational TV

THE DADE County (Fla.) Citizens Committee on Educational Television has been formed as a non-profit corporation to obtain community support for educational TV in Miami and guarantee the use of reserved vhf Ch. 2 there. Dr. H. Franklin Williams, vice president of the U. of Miami, is honorary chairman, and Mrs. Herbert O. Vance is chairman. Among other officers are Lee Ruwitch, general manager of WTVJ (TV) Miami, who is a vice chairman.

PARTICIPATING in the afternoon session of WHAM-TV Rochester's all-day campaign enlisting blood donors at its fourth anniversary celebration [B•T, June 15] are (l to r): Gene Zacher, WHAM-TV program director; NBC's Ray Goulding and Bob Elliott, who flew to Rochester for the occasion; William Fay, WHAM-TV general manager; Ross Weller, WHAM-TV announcer, and Jack Kennedy, sales manager. More than 200 persons gave blood in the WHAM-TV auditorium during the day.

WTTM Covers Hearings

WTTM Trenton, N. J., reports it has just completed as a public service, 143¾ hours of broadcast time devoted to highlights of the New Jersey Legislature's investigation of state law enforcement. Fred L. Bernstein, general manager, said his station was the first to be admitted to a legislative hearing in New Jersey and that manpower involved in covering the 17 weeks (31 hearing days) of the investigation cost the station $3,136, not counting other costs.

KRDO Musters Searchers

A FEW minutes after KRDO Colorado Springs, Colo., interrupted the Western League ball game to carry an appeal for searchers, over a thousand persons had started combing the area for a lost four-year-old boy. A phone call to the station from a woman who heard the appeal revealed that a child had been playing at a nearby lake in the late afternoon. The boy's body was recovered from the lake a half-hour after KRDO had sounded the alarm.

CHECKS worth $34,734 to victims of the Worcester, Mass., tornado were brought in during the first six days of an appeal by WBZ-AM-TV Boston. W. C. Swartley (c), WBZ general manager, presents the fund to Worcester Mayor Andrew Holmstrom (r) and Everett Merrill, economic adviser to Gov. Christian A. Herter. Subsequent contributions have brought the relief fund to $45,000.

WPEN Appeal for Blood

AN APPEAL by a Philadelphia hospital for emergency donors to give blood to a woman patient who suffered a hemorrhage, relayed over WPEN that city, jammed the hospital switchboard in two minutes after the broadcast and in 10 minutes brought 20 prospective donors to the hospital, the station reports.

WQAN Aids Blood Drive

WQAN Scranton, Pa., reports that its 10-day drive last month for blood donations to the Red Cross netted 363 pints. WQAN's mobile studio accompanied the bloodmobile. General Manager Cecil Woodland reports the Red Cross has informed him WQAN's assistance was responsible for doubling the number of blood donors.

WKEI Breaks Own Record

WKEI Kewanee reports it broke its record set last year in blood donations pledged, during a drive June 18. The station said the Red Cross collected 312 pints of blood this year, while 284 were collected last year. WKEI used the campaign as a test of its evening audience by asking listeners to telephone the station and register pledges only during evening hours.

* * *

Ad Council Distributes Blood Kits

THE ADVERTISING COUNCIL last week distributed to every television station in the country as well as to the four networks its summer kit of television materials on the National Blood Program. The kit, which was prepared voluntarily by Cunningham & Walsh, contains a one-minute and a 20-second film, flip cards, balops, slides on the theme of "Give Blood to Someone Who Can't Take a Vacation."

KVTV (TV) Aids in Flood

AFTER a flash flood in Sioux City, Iowa, that city's new TV station, KVTV (TV), acted as an informational relay station, transmitting disaster bulletins and directing rescue operations, working with Red Cross and civil defense officials. KVTV newsmen and photographers covered all phases of the flood and three documentary programs were telecast during and after the flood, the first two on damages and appeals in behalf of victims and the third showing a "return to normalcy."

Inside Helps Outside

SOME 1,000 inmates of Michigan's Jackson Prison, who earn only 5 to 20 cents a day, have raised $500 for the Flint Red Feather Disaster Relief Fund in response to appeals made on a WJR Detroit benefit show, George Cushing, station vice president, said last week. He said he was to go to Jackson to accept the money last Thursday and at the same time was to record a program with a panel of inmates for his regular *In Our Opinion* program.

July 4th Efforts Lauded

INDIANA radio stations in cooperation with Indiana Broadcasters Assn. are credited with bringing a safer July 4th to that state in point of traffic safety. Gov. George Craig and J. L. Lingo, director of the Governor's safety program, lauded broadcasters for doing a splendid job in helping to reduce fatalities 43% from last year. Stations broadcast some 5,000 safety traffic announcements over the holiday weekend. Stations and IBA will cooperate on a similar program over the Labor Day weekend.

$500,333 For Palsy Drive

KGO-AM-TV, ABC-owned outlets in San Francisco, last week were reported to have raised $500,333 in pledges for the cerebral palsy campaign during a marathon program June 26-27. The program ran for 30 hours and 59 minutes.

WEED'S ON FIRE

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Merchandising Plan
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Schenectady and Troy . . .

JET FIRE IS SURE FIRE!

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LEADING INDEPENDENT
Represented by WEED AND CO.

TV NEWSREEL

KENNETH BOUCHER, adv. mgr., Hawaiian Pineapple Co., S. F., signs for firm's twice-weekly participation in *Today* on 45 NBC-TV stations for 13 weeks. Onlookers are Carl Zachrisson (l), v.p., N. W. Ayer & Son, S. F., account agency, and Walter G. Tolleson, NBC Western Div. acct. supervisor.

PLANS for first TV network programming of Sunkist Growers, L. A., are set by (l to r): Harold Ackley, asst. adv. dir., Sunkist; Donn B. Tatum, ABC Western Div. dir. of TV; Russell Z. Eller, Sunkist adv. mgr.; Mike Corcoran, acct. exec., Foote, Cone & Belding, L. A. Sunkist is using second half-hour of ABC-TV *Super Circus* (Sun. 5-6 p.m., EDT).

CHECKING script during filming of CBS-TV *Schlitz Playhouse of the Stars* in Hollywood are (l to r): Robert Trainer, asst. to pres., Jos. Schlitz Brewing Co.; William Self, assoc. producer of series, and Frank Barton, gen. mgr., radio-TV dept., Lennen & Newell.

FIRST locally-sold show on KVOS-TV Bellingham, Wash., is arranged by (l to r): Rogan Jones, KVOS-AM-TV pres.; Glen Beebe, local sales mgr., and Ernie Gallup, mgr., Clair's Super Market and Husky Auto Stores. Contract is for filmed *Ramar of the Jungle*.

COMPROMISE AVERTS KTLA (TV) STRIKE

AFTRA waives claim on jurisdiction over Ina Ray Hutton for duration of her contract with station, thus saving KTLA from being caught in the middle of an AFTRA-AFM fight.

KTLA (TV) Los Angeles was saved from a threatened strike when the American Federation of Radio-TV Artists last week worked out an interim agreement covering the services of Ina Ray Hutton. Prior to the truce, the Los Angeles station faced the unhappy prospect of having a strike called against it because AFTRA and the American Federation of Musicians were feuding jurisdiction of musicians who double as m.c. [B•T, July 6].

Detailing the agreement, which he prefers to call "an understanding arrived at with Klaus Landsberg, KTLA manager," Claude McCue, AFTRA Los Angeles chapter executive secretary, said Miss Hutton must join the talent union after her present contract with the station expires if she is to continue as singer-m.c. of her show. AFTRA is waiving her membership for the time being.

He further stated that Miss Hutton could continue to perform her usual functions as m.c. on the KTLA program, providing she doesn't sing and with the understanding that an m.c. who is an AFTRA member be hired to perform some of the duties.

Mr. McCue emphasized that the arrangements with KTLA is not to be construed as setting a precedent, nor is it a formula to be used in other situations which might arise where an AFM member who performs in AFTRA's jurisdiction refuses to join the talent union.

AFTRA has been campaigning to force all such musicians to take out memberships despite the fact they hold AFM cards. Several weeks ago, nine AFTRA members were yanked from the *Ina Ray Hutton Show* following her refusal to join that union. Her orders came from AFM President James C. Petrillo [B•T, June 15]. Other TV musical directors who double as singer-m.c.-entertainer, were likewise given such orders, and some who held AFTRA cards were told by the AFM to turn them in.

Battle was climaxed a fortnight ago when AFTRA charged KTLA with violating a contract agreement and asked the union's National Board in New York to sanction a strike against the station.

TV Brings Employment Up for Art Directors

TELEVISION production, both live and film, has reduced unemployment among art directors to about 10% of the 150 members of the Society of Motion Picture Art Directors, and unemployment is expected to sink even lower when live TV shows return in the fall.

This report was made by SMPAD Executive Director Norman Lowenstein, who said about 30 members of his group are presently employed in TV work under terms of an agreement with most producers effective July 15.

The agreement calls for a $225 weekly "retainer" for servicing sets on shows running 39 weeks or more. For independents and other producers whose schedules are less extensive, Mr. Lowenstein said the SMPAD weekly minimum is $400.

AFTRA's Suspended Trio Appeals to Membership

THREE suspended members of Los Angeles Chapter of the American Federation of Television and Radio Artists served notice Monday that they will appeal their suspension to the local's entire membership at a meeting July 20.

The trio, Libby Burke, Murry Wagner and Shimen Ruskin, last month were suspended for one year from AFTRA for refusing to tell the House Un-American Activities Committee whether they were or are Communists. They also refused to answer similar questions at two AFTRA board of directors meetings. The board, in suspending the trio, charged they violated a union ruling by refusing to cooperate with a legislative committee investigating left-wing activities [B•T, June 22].

Unless the trio voluntarily testifies before the House committee and AFTRA directors within a year, the suspension will be increased to expulsion from the union.

Charging the board's action as unconstitutional, the suspended group said every avenue of appeal within the union will be explored to retain membership rights. The trio will be represented by attorney Robert Shutan at the membership meeting and will seek a secret ballot to overrule the board's action. If unsuccessful they may still appeal to the national AFTRA convention which opens in Hollywood July 22.

TBSE Local Elects

NEW officers of Television Broadcasting Studio Employes, Local 815, IATSE, Los Angeles, for coming year are Ray Gosnell, KTTV (TV), president; Rudy Sabbot, KHJ-TV, vice president; George Wood, KTLA (TV), treasurer; and Bill Brown, business agent of Local 815, secretary. Board members are Fay Konkel and Galen Westfall, KTLA; Bernie Weisen and John Richardson, KTTV, and Richard Holst and John Disarro, KHJ-TV.

MILESTONES

► HENRY J. KAUFMAN & ASSOCS., Washington advertising agency, marked its 24th birthday July 7 with a cocktail-dinner-dance for staff members at the Bethesda Naval Officers Club. Established in 1929, the agency now has a staff of 41.

► TALENT Inc., Chicago, which places local actors-actresses in radio, television and other fields, has celebrated its fifth anniversary. Organization claims to make about 500 job placements each month, according to Director Mary Dooling. Firm interviews applicants and casts them in suitable parts. Talent Inc. is located at 35 E. Wacker Dr.

► WILLIAM FLIGEL has completed 20 years of service as an engineer with WBBM Chicago. Now engineer in charge of all WBBM operation, Mr. Fligel also acts as a network troubleshooter. He was supervisor of WBBM-CBS master control until recently.

AWARDS

7 L. A. Stations Win 'Mike' Awards for News

EIGHT Los Angeles area radio-TV newsmen and seven stations have received microphone trophies for outstanding performance and achievements during the past year from the Radio & Television News Club of Southern California at its fourth annual awards reception in Hollywood Plaza Hotel, June 30.

Adjudged best in their class were: Hank Weaver, radio news presentation; Chet Huntley, radio news commentary and Patrick O'Reilly, radio news writing, all KECA.

Joe Micciche, KRKD, radio special events coverage (Presidential election); Tom Harmon, KNX, radio sports reporting; Alan Lisser, KBIG, radio news reporting by a non-network station; George Martin Jr., NBC, most enterprising radio news reporting *(Top Story)*; Clete Roberts, KLAC-TV, TV news writing and analysis of world events.

Stations receiving "best" awards were: KNX, for its news and special events policy; KNBH (TV) television news *(11th Hour News)*; KNBH (TV) special events; KHJ-TV, local baseball coverage; KTLA (TV), TV news reporting; KTTV (TV), news and special events policy.

Special awards went to Lee Woods for radio feature writing and KECA for controversial commentary.

DUAL award for distinguished veteran service goes to James H. Quello (l), WJR Detroit public relations and advertising manager and Detroit housing commissioner. Mr. Quello receives the Ernie Pyle plaque, VFW award for journalistic achievement, and a state citation for service in veterans affairs from Jasper Kohn, state commander.

NATIONAL Safety Council public interest awards for school safety programs are presented to Ben Strouse (l), vice president-general manager, WWDC Washington, and Ralph Burgin (r), program director, WNBW (TV) that city, by Samuel Spencer, D. C. commissioner.

FOR THE RECORD

FCC Notice of Proposed Rule Making Relating to Cut-Off date and Advertising of Applications for Television Facilities

FCC 53-839
91891

Before the
FEDERAL COMMUNICATIONS COMMISSION
Washington 25, D. C.

In the Matter of

Amendment of Sections 1.304, 1.382 and 1.387 of the Commission's Rules and Regulations relating to filing and action on applications for broadcast facilities. } DOCKET NO. 10581

NOTICE OF PROPOSED RULE MAKING

1. Notice is hereby given of proposed rule making in the above-entitled matter.

2. The Commission proposes to amend Section 1.304 of its Rules to read as follows:

§ 1.304 **Contents of applications.** (a) Each application (unless otherwise directed) shall be specific with regard to frequency or frequencies, power, hours of operation, equipment, location of the station, and other information required by the application forms. An application for broadcast facilities in the standard, FM, or television bands shall be limited to one frequency and an application for radio station construction permit or license requesting alternate facilities will not be accepted.

(b) An application for a new television broadcast station shall be accompanied by a copy of a proposed notice which notice the applicant shall cause to be published at least once a week for two weeks immediately following the filing of such application in a newspaper of general circulation published in the community to which the channel in question has been assigned in the Commission's Table of Assignments. The notice shall state the channel applied for, the proposed transmitter location, the power and antenna height desired to be used, and the name of the applicant as it appears in Section I of FCC Form 301. The notice shall also state that other persons desiring to apply for the channel in question must file their application with the Federal Communications Commission within 30 days from the date of the first publication of the notice, which date shall be expressly set forth therein. After the last date of publication the applicant shall certify to the Commission that the required publication has been carried out. The provisions of this subparagraph shall apply to all other applications filed for the same facilities within the specified 30-day period, and to all pending applications for television broadcast facilities, filed with the Commission prior to the effective date of this subparagraph.

3. It is further proposed to amend Section 1.382 to read as follows:

§ 1.382 **Grants without hearing.** (a) Where an application for aural broadcast facilities is proper upon its face and where it appears from an examination of the application and supporting data that (1) applicant is legally, technically, and financially qualified; (2) a grant of the application would not involve modification, revocation, or renewal of any existing license or outstanding construction permits; (3) a grant of the application would not cause additional electrical interference to an existing station or stations for which a construction permit is outstanding within its normally protected contour as prescribed by the applicable Rules and Regulations; (4) a grant of the application would not preclude the grant of any mutually exclusive application; and (5) a grant of the application would be in the public interest, the Commission will grant the application without a hearing.

(b) In making its determinations pursuant to the provisions of paragraph (a) of this section, the Commission will not consider any other application as being mutually exclusive with the application under consideration unless such other application was substantially complete and was tendered for filing with the Commission not later than the close of business on the day preceding the day on which the Commission takes action with respect to the application under consideration.

(c) No action on any application for a new television broadcast station will be taken by the Commission for a period of 30 days from the date of first publication of the notice, required by Section 1.304(b), of the filing of the first application for the channel in question. If, during such 30-day period, any other competing application is filed and has remained on file, all such applications will then be considered simultaneously If a competing application is filed after the expiration of the 30-day period, it shall be dismissed without prejudice and will be eligible for refiling only if none of the applications filed within the specified period is granted by the Commission. In the event no competing application is filed during the 30-day period and after receipt of the certification that the required publication has been carried out, the Commission will consider the original application upon its merits and will grant it without a hearing where it appears from the examination of the application and supporting data that (1) the applicant is legally, technically, and financially qualified; (2) a grant of the application would not involve modification, revocation, or nonrenewal of any existing license or outstanding construction permit; (3) a grant of the application would be in accordance with the Commission's Rules and standards governing television broadcast stations; and (4) a grant of the application would be in the public interest.

(d) Processing of applications filed with the Commission prior to the effective date of Section 1.304(b), which requires that all such applications be the subject of publication, will not be held up pending the termination of the 30-day period. Any competing application filed after the 30-day period shall be dismissed without prejudice.

4. It is also proposed to revise Section 1.387 (b)(3) as follows:

(3) In the case of an application for aural broadcast facilities, any person who, prior to the time the application in question was designated for hearing, had filed with the Commission a mutually exclusive application. Any application that is mutually exclusive with another application or applications already designated for hearing will be consolidated for hearing with such other application or applications only if the application in question is filed at least 30 days before the date on which the hearing on the prior application or applications is scheduled. If the scheduled date is changed, the date last set shall govern in determining the timeliness of an application for purposes of this paragraph. If the application is filed after the 30-day period, it will be dismissed without prejudice and will be eligible for refiling only after a decision is rendered by the Commission with respect to the application or applications designated for hearing or after such applications are dismissed or removed from hearing.

5. It is also proposed to add new Section 1.387 (b)(4) to read as follows:

(4) In the case of an application for television broadcast facilities, any person who had filed with the Commission a mutually exclusive application.

6. It is also proposed to redesignate present paragraph (4) of Section 1.387(b) as (5).

7. The purpose of these revisions is to aid the

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. . . because of the promotion, exploitation and merchandising by WLW's client service department

Commission in the processing of applications for television broadcast facilities, to promote the early establishment of television broadcast services throughout the country, and at the same time, to insure that all persons have a fair and equal opportunity to apply for available facilities. It is believed the foregoing amendments will subsequently contribute to the attainment of these goals.

8. Under the proposal herein (Section 1.382(d)) the Commission will continue to process applications filed prior to the effective date of these amendments. Such applications, however, will be required to be the subject of publication, so that should the Commission fail to take action within the appropriate 30-day period, the cut-off procedure here proposed will be applicable and will preclude the consideration of competing applications filed thereafter.

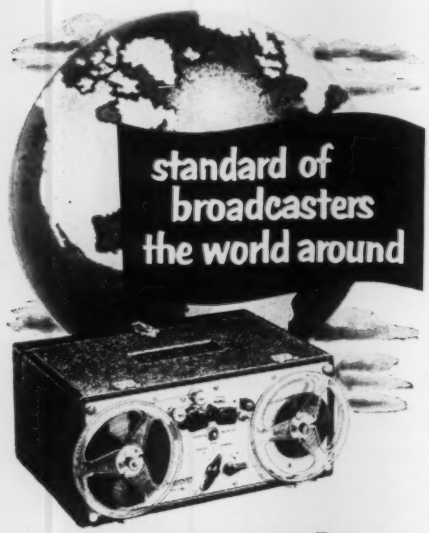
9. Authority for the adoption of the proposed amendment is contained in Sections 1, 4(i), 4(j) and 303(r) of the Communications Act of 1934, as amended.

10. Any interested party who is of the opinion that the proposed amendment should not be adopted or should not be adopted in the form set forth herein may file with the Commission on or before August 10, 1953, a written statement or brief setting forth his comments. Comments in support of the proposed amendment may also be filed on or before the same date. Comments or briefs in reply to the original comments may be filed within 10 days from the last day for filing said original comments or briefs. The Commission will consider all such comments that are submitted before taking action in this matter, and if any comments appear to warrant the holding of a hearing or oral argument, notice of the time and place of such hearing or oral argument will be given.

11. In accordance with the provisions of Section 1.784 of the Commission Rules and Regulations, an original and 14 copies of all statements, briefs, or comments shall be furnished the Commission.

FEDERAL COMMUNICATIONS COMMISSION
T. J. Slowie
Secretary

Adopted: July 1, 1953
Released: July 3, 1953



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New Grantees' Commencement Target Dates

This list includes all stations not yet on the air. Stations on the air are listed in TELESTATUS, FACTS & FIGURES section.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

ALABAMA

Birmingham, **WJLN-TV** (48), 12/10/52—Unknown.
Birmingham, **WSGN-TV** (42), 12/18/52—Unknown.
Decatur, **WMSL-TV** (23), 12/26/53-10/15/53.

ARIZONA

Phoenix, **KOOL-TV** (10), 5/27/53-10/1/53 (share time with KOY-TV).
Phoenix, **KOY-TV** (10), 5/27/53-10/1/53 (share time with KOOL-TV).
Tucson, **KCNA-TV** (9), 12/18/52—Fall '53, Hollingbery.
Tucson, **KVOA-TV** (4), 11/13/52—Unknown, NBC, Raymer.
Yuma, **KIVA-TV** (11), 3/25/53—Unknown.

ARKANSAS

Fort Smith, **KFSA-TV** (22), 11/13/52-7/19/53—ABC, DuM, Pearson.
Little Rock, **KARK-TV** (4), 6/18/53—Dec. '53.
Little Rock, **KETV** (TV) (23), 10/30/53—Unknown.
Pine Bluff, **KATV** (TV) (7), 6/18/53-10/1/53—Avery-Knodel.

CALIFORNIA

Bakersfield, **KERO-TV** (10), 6/18/53—Late Sept. '53.
Bakersfield, **KAFY-TV** (29), 12/23/52-7/15/53—ABC, CBS, DuM, NBC, Forjoe.
Chico, **KHSL-TV** (12), 3/11/53-8/1/53—CBS, Grant.
Eureka, **KIEM-TV** (3), 2/11/53-9/1/53—ABC, CBS, DuM, NBC, Blair TV.
Fresno, **KJEO** (TV) (47), 4/9/53-Oct. '53.
Los Angeles, **KPIK** (TV) (22), 12/10/52-9/1/53.
Los Angeles, **KUSC** (TV) (*46), 8/28/52-July '53.
Monterey, **KMBY-TV** (8), 2/19/53—Unknown (share time with KSBW-TV Salinas).
Sacramento, **John Poole** (46), 6/26/53—Unknown.
Salinas, **KSBW-TV** (8), 2/19/53—Unknown (share time with KMBY-TV Monterey).
Salinas, **KICU** (TV) (28), 1/15/53-9/1/53.
San Bernardino, **KITO-TV** (18), 11/6/52—Fall '53, Hollingbery.
San Diego, **KFSD-TV** (10), 3/19/53-Sept. '53, NBC, Katz.
San Francisco, **KBAY-TV** (20), 3/11/53—Nov. '53.
San Francisco, **KSAN-TV** (32), 4/29/53—Unknown, McGillvra.
San Jose, **John A. Vietor** (48), 6/17/53-Oct. '54.
Santa Barbara, **KEYT** (TV) (3), 11/13/52-7/25/53—ABC, CBS, DuM, NBC, Hollingbery.
Stockton, **KTVU** (TV) (36), 1/8/53—Fall '53, Hollingbery.
Tulare, **KCOK-TV** (27), 4/2/53-9/1/53—DuM, Forjoe.
Yuba City, **KAGR-TV** (52), 3/11/53—Unknown.

COLORADO

Colorado Springs, **KRDO-TV** (13), 11/20/52-9/1/53, NBC, McGillvra.
Denver, **KDEN** (TV) (26), 7/11/52—Unknown.
Denver, **KIRV** (TV) (20), 9/18/52—Unknown.
Denver, **KOA-TV** (4), 6/18/53—Unknown.
Denver, **KLZ-TV** (7), 6/29/53-11/1/53—CBS, Katz.
Denver, **City & County School Districts** (*6), 7/1/53—1954.
Grand Junction, **KFXJ-TV** (5), 3/26/53-May '54—Holman.

CONNECTICUT

Bridgeport, **WSJL** (TV) (49), 8/14/52—Unknown.
Bridgeport, **WCTB** (TV) (*71), 1/29/53—Unknown.
Hartford, **WEDH** (TV) (*24), 1/29/53—Unknown.
New Haven, **WELI-TV** (59), 6/24/53—Summer '54, H-R Television.
New London, **WNLC-TV** (26), 12/31/52-9/10/53—Headley-Reed TV.
Norwich, **WCTN** (TV) (*63), 1/29/53—Unknown.
Stamford, **Stamford-Norwalk TV Corp.** (27), 5/27/53—Unknown.
Waterbury, **WATR-TV** (53), 10/30/53-8/1/53—ABC, DuM, Rambeau.

DELAWARE

Dover, **WHRN** (TV) (40), 3/11/53—Unknown.

FLORIDA

Fort Lauderdale, **WITV** (TV) (17), 7/31/52-9/30/53.
Fort Myers, **WINK** (TV) (11), 3/11/53-10/1/53—Weed TV.
Jacksonville, **WJHP-TV** (36), 6/3/53—Fall '53, Perry Assoc.
Lakeland, **WOTV** (TV) (16), 12/31/52—Unknown.
Panama City, **WJDM** (TV) (7), 3/11/53—Sept. '53, CBS, Hollingbery.
Pensacola, **WPFA** (TV) (15), 11/13/52-8/15/53—Young.
Pensacola, **WEAR-TV** (3), 6/3/53—Fall '53, CBS, Hollingbery.
West Palm Beach, **WIRK-TV** (21), 12/18/52—Unknown.

GEORGIA

Columbus, **WDAK-TV** (28), 3/11/53-10/1/53—NBC, Headley-Reed.
Macon, **WMAZ-TV** (13), 3/11/53-9/27/53—CBS, DuM, Katz (Ch. 13 assigned Warner Robins, Ga.).
Macon, **WETV** (TV) (47), 2/12/53-8/22/53—ABC, NBC, Headley-Reed.
Savannah, **WTOC-TV** (11), 6/26/53-11/1/53—Katz.
Valdosta, **WGOV-TV** (37), 2/26/53—Nov. '53, Stars National.

IDAHO

Boise-Meridian, **KDSH-TV** (2), 5/14/53—Unknown.
Boise, **KIDO-TV** (7), 12/23/52-7/12/53—CBS, DuM, NBC, Blair-TV.
Boise, **KTVI** (TV) (9), 1/15/53—Fall '53, ABC, Hollingbery.
Idaho Falls, **KID-TV** (3), 2/26/53—Unknown, CBS.
Idaho Falls, **KIFT-TV** (8), 2/26/53—1954, ABC.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Meridian-Boise, **KDSH-TV** (2), 5/14/53—Unknown.
Pocatello, **KWIK-TV** (10), 3/26/53—Spring '54, ABC, Hollingbery.
Pocatello, **KISJ** (TV) (6), 2/26/53—Nov. '54, CBS.
Twin Falls, **KLIX-TV** (11), 3/19/53—1954, ABC, Hollingbery.

ILLINOIS

Bloomington, **WBLN** (TV) (15), 3/4/53-10/1/53, ABC.
Champaign, **WCIA** (TV) (3), 2/26/53-9/1/53, Hollingbery.
Chicago, **WHFC-TV** (26), 1/8/53—Unknown.
Chicago, **WIND-TV** (20), 3/19/53—Unknown.
Danville, **WDAN-TV** (24), 12/10/52—Unknown, Everett-McKinney.
Decatur, **WTVP** (TV) (17), 11/20/52-7/22/53—ABC, DuM, Clark.
Harrisburg, **WSIL-TV** (22), 3/11/53-Nov. '53.
Peoria, **WTVH-TV** (19), 12/18/52-9/1/53—Petry.
Quincy, **WGEM-TV** (10), 6/18/53—Unknown.
Rockford, **WREX-TV** (13), 5/14/53—Fall '53.
Springfield, **WICS** (TV) (20), 2/26/53-9/1/53—Adam Young.

INDIANA

Elkhart, **WTRC-TV** (52), 6/3/53—Summer '54.
Fort Wayne, **WKJG-TV** (33), 5/22/53—Unknown.
Indianapolis, **WNES** (TV) (67), 3/26/53-Oct. '53.
Indianapolis, **WJRE** (TV) (26), 3/26/53—Unknown.
Marion, **WMRI-TV** (29), 3/11/53—Unknown.
Princeton, **WRAY-TV** (52), 3/11/53-10/15/53.
Waterloo, **WINT** (TV) (15), 4/6/53-10/1/53.

IOWA

Cedar Rapids, **WMT-TV** (2), 4/9/53-9/27/53—CBS, Katz.
Davenport, **KDIO** (TV) (36), 3/11/53—Unknown.
Des Moines, **KTLV** (TV) (17), 3/26/53—Fall '53, Hollingbery.
Fort Dodge, **KQTV** (TV) (21), 1/29/53-8/1/53—Pearson.
Sioux City, **KWTV** (TV) (36), 10/30/52—Unknown.

KANSAS

Manhattan, **KSAC-TV** (*8), 7/24/53—Unknown.
Pittsburg, **KOAM-TV** (7), 2/26/53-8/1/53.
Topeka, **WIBW-TV** (13), 6/3/53—Late Fall '53, Capper Sales.
Wichita, **KEDD** (TV) (16), 2/18/53-8/1/53—ABC, NBC, Petry.

KENTUCKY

Ashland, **WPTV** (TV) (59), 8/14/52—Summer '53.
Henderson, **WEHT** (TV) (50), 11/20/52-10/1/53—Meeker.
Louisville, **WKLO-TV** (21), 11/26/53—Summer '53.
Louisville, **WLOU-TV** (41), 1/15/53—Unknown.
Richmond, **Blue Grass TV Co.** (60), 4/29/53—Unknown.

LOUISIANA

Alexandria, **KSPJ** (TV) (62), 4/2/53—Unknown.
Baton Rouge, **KHTV** (TV) (40), 12/18/52—Unknown.
Lake Charles, **KTAG** (TV) (25), 12/18/52-8/15/53, Adam Young.
Monroe, **KFAZ-TV** (43), 12/10/52-8/15/53—Headley-Reed TV.
Monroe, **KNOE-TV** (8), 12/4/52-9/15/53—CBS, ABC, H-R Television.
New Orleans, **WCNO-TV** (32), 4/2/53-1/1/54.
New Orleans, **WJMR-TV** (61), 2/18/53-10/1/53—DuM, Bolling.
New Orleans, **WTLO** (TV) (20), 2/26/53—Unknown.
New Orleans, **CKG Co.** (26), 4/2/53—Fall '53, Gill-Perna.

MAINE

Portland, **WPMT** (TV) (53), 2/11/53-8/30/53—ABC, CBS, DuM, NBC, Everett-McKinney (N. Y.), Kettell-Carter (Boston).

MARYLAND

Baltimore, **WITH-TV** (60), 12/18/52-1/1/54—Forjoe.
Frederick, **WFMD-TV** (62), 10/24/52—Unknown.
Salisbury, **WBOC-TV** (16), 3/11/53-10/1/53.

MASSACHUSETTS

Boston, **WSTB-TV** (50), 3/26/53—Unknown.
Cambridge-Boston, **WTAO-TV** (56), 3/11/53—Sept. '53.
Fall River, **WSEE-TV** (46), 9/14/52—Summer '53.
Lawrence, **General Bcstg. Co.** (72), 6/10/53—Unknown.
New Bedford, **WNBH-TV** (28), 7/11/52—Fall, Walker.
North Adams, **WMGT** (TV) (74), 2/18/53-10/15/53—Walker.
Northampton, **WNOH** (TV) (36), 1/23/53—Fall '53.
Worcester, **Salisbury Bcstg. Corp.** (14), 6/18/53-12/15/53, Raymer.

MICHIGAN

East Lansing, **WKAR-TV** (*60), 10/16/52—Unknown.
Battle Creek, **WBCK-TV** (58), 11/20/52-9/15/53—Headley-Reed.
Benton Harbor, **WHFB-TV** (42), 2/26/53—Unknown.
Cadillac, **WWTV** (TV) (13), 4/8/53—Nov. '53.
Flint, **WCTV** (TV) (28), 7/11/52-9/1/53.
Flint, **WTAC-TV** (16), 11/20/52—Unknown.
Flint, **WFDF-TV** (12), Initial Decision 5/11-53.
Jackson, **WIBM-TV** (48), 11/20/52—Unknown.
Kalamazoo, **WKMI-TV** (36), 11/26/52—Unknown.
Lansing, **WILS-TV** (54), 2/5/53-9/1/53.
Muskegon, **WTVM** (TV) (35), 12/23/52—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

MINNESOTA

Austin, KMMT (TV) (6), 3/26/53-8/1/53—Pearson TV.
Minneapolis, **WTCN-TV** (11), 4/16/53-9/1/53—ABC, Blair TV (share time with WMIN-TV St. Paul).
St. Cloud, **WJON-TV** (7), 1/23/53—Late Oct. '53, Rambeau.
St. Paul, **WCOW-TV (17)**, 3/11/53-11/15/53.
St. Paul, **WMIN-TV** (11), 4/16/53-9/1/53—ABC (share time with WTCN-TV Minneapolis).

MISSISSIPPI

Columbus, **WCBI-TV** (28), 3/11/53—Unknown.
Gulfport, **WGCM-TV** (56), 2/11/53—Unknown.
Meridian, **WCOC-TV** (30), 12/23/52-9/1/53—CBS.
Meridian, **WTOK-TV** (11), 6/3/53-9/27/53—Headley-Reed.

MISSOURI

Cape Girardeau, **KGMO-TV** (18), 4/16/53—Unknown.
Clayton, **KFUO-TV** (30), 2/5/53—Unknown.
Columbia, **KOMU-TV** (8), 1/15/53-10/1/53, NBC, H-R Television.
Festus, **KACY (TV)** (14), 12/31/52—Summer '53.
Hannibal, **KHQA-TV** (7), 2/18/53—Unknown.
Kansas City, **KCMO-TV** (5), 6/3/53-9/27/53, Katz.
Kansas City, **KMBC-TV** (9), 6/25/53-8/15/53—CBS, Free & Peters (share time with WHB-TV).
Kansas City, **WHB-TV** (9), 6/25/53-8/15/53 CBS, Blair TV (share time with KMBC-TV).
St. Joseph, **KFEQ-TV** (2), 10/16/52-8/15/53—CBS, DuM, Headley-Reed.
St. Louis, **KETC (TV)** (*9), 5/7/53—Unknown.
St. Louis, **KSTM-TV** (36), 1/15/53—Sept. '53, ABC, H-R Television.
St. Louis, **WIL-TV** (42), 2/12/53—Late '53.
Sedalia, **KDRO-TV** (6), 2/26/53-1/1/54.
Springfield, **KYTV (TV)** (3), 1/8/53-9/15/53—Hollingbery.

MONTANA

Billings, **KOOK-TV** (2), 2/5/53—Unknown.
Billings, **KRHT (TV)** (8), 1/15/53—Late Summer, Early Fall '53.
Butte, **KOPR-TV** (4), 1/15/53—Sept. '53, ABC, Hollingbery.
Butte, **KXLF-TV** (6), 2/26/53-8/1/53.
Great Falls, **KFBB-TV** (5), 1/15/53—Unknown, CBS, Weed TV.
Great Falls, **KMON-TV** (3), 4/9/52—Unknown.
Missoula, **KGVO-TV** (13), 3/11/53—Spring '54, Gill Perna.

NEVADA

Las Vegas, **KLAS-TV** (8), 3/19/53-7/20/53—ABC, CBS, Weed TV.
Reno, **KZTV (TV)** (8), 12/23/52—Unknown.

NEW HAMPSHIRE

Keene, **WKNE-TV** (45), 4/22/53—Unknown.

NEW JERSEY

Asbury Park, **WRTV (TV)** (58), 10/2/52—Late '53.
Atlantic City, **WOCN (TV)** (52), 1/8/53—Unknown.
New Brunswick, **WDHN (TV)** (47), 4/2/53—Unknown.
New Brunswick, **WTLV (TV)** (*19), 12/4/52—Unknown.

NEW MEXICO

Albuquerque, **KGGM-TV** (13), 3/11/53-11/1/53 — CBS, Weed-TV.
Albuquerque, **KOAT-TV** (7), 6/18/53—Unknown.
Clovis, **KNEH (TV)** (12), 3/4/53—Unknown.
Sante Fe, **KTVK (TV)** (2), 1/23/53—Unknown.

NEW YORK

Albany, **WTVZ (TV)** (*17), 7/24/52—Unknown.
Albany, **WPTR (TV)** (23), 6/10/53—Unknown.
Albany, **WROW-TV** (41), 4/16/53—Oct. '53.
Binghamton, **WQTV (TV)** (*46), 8/14/52—Unknown.

Twenty Two Years of Successful Selling

The Art Mosby Stations

CBS **KGVO · KANA**

Missoula 5kw Day & Nite — Anaconda Butte 250 Watts

MONTANA

THE TREASURE STATE OF THE 48

Reps: GILL-PERNA
N.Y., CHI., La. & S.F.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

Buffalo, **WBES-TV** (59), 12/23/52-9/7/53.
Buffalo, **WBUF-TV** (17), 12/18/52-8/15/53—ABC, DuM, H-R Television.
Buffalo, **WTVF-TV** (*23), 7/24/52—Unknown.
Elmira, **WECT (TV)** (18), 2/26/53—Unknown, Everett-McKinney.
Ithaca, **WHCU-TV** (20), 1/8/53-11/15/53.
Ithaca, **WIET (TV)** (*14), 1/8/53—Unknown.
Jamestown, **WJTN-TV** (58), 1/23/53—Unknown.
Kingston, **WKNY-TV** (66), 1/23/53—Unknown, Meeker.
New York, **WGTV (TV)** (*25), 8/14/52—Unknown.
Poughkeepsie, **WEOK-TV** (21), 11/26/52—Dec. '53.
Rochester, **WHEC-TV** (10), 3/11/53—Unknown (share time with WVET-TV).
Rochester, **WRNY-TV** (27), 4/2/53—Unknown.
Rochester, **WVET-TV** (10), 3/11/53—Unknown (share time with WHEC-TV).
Rochester, **Star Bcstg. Co.** (15), 6/10/53—Unknown.
Rochester, **WROH (TV)** (*21), 7/24/52—Unknown.
Schenectady, **WTRI (TV)** (35), 6/11/53—Unknown.
Syracuse, **WHTV (TV)** (*43), 9/18/52—Unknown.
Utica, **Richard H. Balch** (19), 7/1/53—Unknown.
Watertown, **WWNY-TV** (48), 12/23/52-11/15/53—Weed TV.

NORTH CAROLINA

Asheville, **WISE-TV** (62), 10/30/52-7/16/53—Bolling.
Charlotte, **WAYS-TV** (36), 2/26/53-9/1/53—Bolling.
Durham, **WCIG-TV** (46), 2/26/53-11/1/53—DuM, NBC.
Greensboro, **WCOG-TV** (57), 11/20/52-9/1/53—CBS.
Greenville, **WNCT (TV)** (9), 3/11/53-9/1/53—CBS, Pearson.
Hendersonville, **WHKP-TV** (27), 3/11/53—Midsummer '53.
Mount Airy, **WPAQ-TV** (55), 3/11/53—Fall '53.
Raleigh, **WNAO-TV** (28), 10/16/52-7/15/53—ABC, CBS, DuM, Avery-Knodel.
Winston-Salem, **WTOB-TV** (26), 2/5/53-9/15/53 — DuM, NBC, H-R Television.

NORTH DAKOTA

Bismarck, **KBSM (TV)** (12), 3/4/53—Late Summer, Early Fall '53.
Bismarck, **KFYR-TV** (5), 3/4/53—Late Summer, Early Fall '53, Blair TV.
Minot, **KNDX (TV)** (10), 2/11/53—Late Summer, Early Fall '53.

OHIO

Akron, **WAKR-TV** (49), 9/4/52-7/19/53—ABC, Weed TV.
Ashtabula, **WICA-TV** (15), 2/5/53-7/15/53—Gill-Perna.
Cincinnati, **WCIN-TV** (54), 5/14/53—Unknown.
Cleveland, **WERE-TV** (65), 6/18/53—Fall '53.
Columbus, **WOSU-TV** (*34), 4/22/53—Unknown.
Dayton, **WIFE (TV)** (22), 11/26/52-9/15/53, Headley-Reed.
Lima, **WIMA-TV** (35), 12/4/52—Early '54, Weed TV.
Massillon, **WMAC-TV** (23), 9/4/52—Summer '53.
Portsmouth, **Woodruff Inc.** (30), Initial Decision 6/8/53.
Sandusky, **WLEC-TV** (42), 1/23/53-12/1/53.
Warren, **WHHH-TV** (67), 11/6/52—Unknown.
Youngstown, **WUTV (TV)** (21), 9/25/52-7/21/53.

OKLAHOMA

Miami, **KMIV (TV)** (58), 4/22/53—Unknown.
Oklahoma City, **KTVQ (TV)** (25), 2/11/53-9/1/53.
Oklahoma City, **KMPT (TV)** (19), 2/11/53—Sept. '53.
Tulsa, **KCEB (TV)** (23), 2/26/53—Oct.-Nov. '53.

OREGON

Eugene-Springfield, **KTVF (TV)** (20), 2/11/53—Unknown.
Eugene, **Eugene TV Co.** (13), 5/14/53—Oct. '53, Hollingbery.
Medford, **KBES-TV** (5), 3/4/53-8/1/53—ABC, CBS, DuM, NBC, Blair TV.
Portland, **KOIN-TV** (6), Initial Decision 6/18/53.
Portland (Ore.)-Vancouver (Wash.), **KVAN-TV** (21), Initial Decision 6/18/53.
Salem, **KPIC (TV)** (24), 1/29/53—Oct. '53.
Springfield-Eugene, **KTVF (TV)** (20), 2/11/53—Unknown.

PENNSYLVANIA

Chambersburg, **WCHA-TV** (46), 3/11/53,—Late Summer '53, Forjoe.
Easton, **WGLV (TV)** (57), 12/18/52-7/15/53—ABC, DuM, Headley-Reed.
Harrisburg, **WTPA (TV)** (71), 12/31/52-7/15/53—Headley-Reed.
Harrisburg, **Rossmoyne Corp.** (27), Initial Decision 6/15/53.
Hazelton, **WAZL-TV** (*63), 12/18/52—Unknown, Meeker.
Johnstown, **WARD-TV** (56), 11/20/52—Unknown, Weed TV.
Lancaster, **WWLA (TV)** (21), 5/7/53—Fall '53.
Lebanon, **WLBR-TV** (15), 6/26/53—Nov. '53.
Lewistown, **WMRF-TV** (38), 4/2/53—Unknown.
Philadelphia, **WIP-TV** (29), 11/26/52—Unknown.
Pittsburgh, **WENS (TV)** (16), 12/23/52-8/1/53—ABC, Petry.
Pittsburgh, **WKJF-TV** (53), 1/8/53-8/1/53, Weed TV.
Pittsburgh, **WQED (TV)** (*13), 5/14/53-1/1/54.
Pittsburgh, **WTVQ (TV)** (47), 12/23/53—Aug. '53, Headley-Reed.
Scranton, **WARM-TV** (16), 2/26/53—Fall '53, Hollingbery.
Scranton **WTVU (TV)** (73), 8/14/52-8/1/53—Bolling.
Williamsport, **WRAK-TV** (36), 11/13/52—Unknown.
Wilkes-Barre, **WILK-TV** (34), 10/2/52-8/1/53—ABC, DuM, Avery-Knodel.
York, **WNOW-TV** (49), 7/11/52—Mid-Summer '53, DuM, Hollingbery.

RHODE ISLAND

Providence, **WNET (TV)** (16), 4/8/53—Unknown.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

SOUTH CAROLINA

Camden, **WACA-TV** (14), 6/3/53-11/1/53.
Columbia, **WNOK-TV** (67), 9/18/52-9/1/53—CBS, DuM, Raymer.
Columbia, **WIS-TV** (10), 2/12/53—Oct. '53, NBC, Free & Peters.
Greenville, **WGVL (TV)** (23), 1/23/53-8/1/53—ABC, DuM, NBC, H-R TV (N. Y.), Ayers (Atlanta).
Greenwood, **WCRS-TV** (21), 4/8/53—Unknown.

TENNESSEE

Chattanooga, **WOUC (TV)** (49), 8/21/52—Unknown, Pearson.
Chattanooga, **WTVT (TV)** (43), 8/21/52—Unknown.
Johnson City, **WJHL-TV** (11), 1/29/53-8/1/53—Pearson.
Knoxville, **WCEE-TV** (26), 3/26/53—Unknown.
Memphis, **WHBQ-TV** (13), 1/29/53-9/15/53—Blair TV.

TEXAS

Abilene, **KRBC-TV** (9), 4/16/53-8/1/53—Pearson.
Beaumont, **KBMT (TV)** (31), 12/4/52—Summer '53, Taylor.
Dallas, **KDTX (TV)** (23), 1/15/53—Unknown.
Dallas, **KLIF-TV** (29), 2/12/53—Unknown.
El Paso, **KEPO-TV** (13), 10/24/52—Summer '53, Avery-Knodel.
Fort Worth, **KTCO (TV)** (20), 3/11/53—Unknown.
Galveston, **KTVR (TV)** (41), 11/20/52—Late Summer, Early Fall '53.
Harlingen, **KGBS-TV** (4), 5/21/53-9/27/53—CBS, Pearson.
Houston, **KNUZ-TV** (39), 1/8/53-9/15/53—Forjoe.
Houston, **KTVP (TV)** (23), 1/8/53—Unknown.
Houston, **KXYZ-TV** (29), 6/18/53—Unknown.
Longview, **KTVE (TV)** (32), 2/5/53-8/1/53—Forjoe.
Lubbock, **KFYO-TV** (5), 5/7/53—Fall '53, Taylor.
Lufkin, **KTRE-TV** (9), 3/11/53—1954, Taylor.
Marshall, **Marshall TV Corp.** (16), 6/25/53—Unknown.
Midland, **Midessa TV Co.** (2), 7/1/53-11/1/53.
San Antonio, **KALA (TV)** (35), 3/26/53—Unknown.
Sherman, **KSHM (TV)** (46), 3/4/53—Late Summer '53.
Temple, **KCEN-TV** (6), 1/29/53-10/1/53—NBC.
Texarkana, **KCMC-TV** (6), 2/5/53-8/16/53, ABC, Taylor.
Tyler, **KETX (TV)** (19), 1/29/53—Summer '53.
Victoria, **KNAL (TV)** (19), 3/26/53—Unknown, Best.
Waco, **KANG-TV** (34), 11/13/52—Summer '53, ABC.
Wichita Falls, **KTVW (TV)** (22), 11/6/52—Summer '53.

UTAH

Salt Lake City, **KUTV (TV)** (2), 3/26/53-10/1/53—ABC, Hollingbery.

BEST!... LOUISIANA PURCHASE —SINCE 1803

WMRY, New Orleans' Negro Market Station

Based on latest morning Pulse and published announcement rates, you pay less, far less, per percentage of listeners, with WMRY.

STATION	% OF LISTENERS	COST PER % LISTENERS
WMRY (Ind)	**12**	**44c**
Station A (Net)	28	$1.07
" B "	12	$1.17
" C "	11	$1.09
" D "	11	$1.27
" E (Ind)	8	$0.66
" F "	3	$1.87
" G "	4	$1.05
" H "	3	$1.63
" I "	4	$1.05

600KC "THE SEPIA STATION"

WMRY

NEW ORLEANS, LA.

Gill-Perna, Inc.—Nat'l Rep.

Information in following order: Location, call letters, channel, date granted, starting target date, network and representative.

VIRGINIA

Charlottesville, **WCHV-TV** (64), 1/29/53-9/1/53—Walker.
Danville, **WBTM-TV** (24), 12/18/52—Oct. '53, Hollingbery.
Hampton, **WVEC-TV** (15), 2/5/53-8/15/53—NBC, Rambeau.
Harrisonburg, **WSVA-TV** (3), 3/11/53-9/1/53 — NBC, Devney.
Lynchburg, **WWOD-TV** (16), 11/6/52—Indefinite, Walker.
Marion, **WMEV-TV** (50), 4/2/53—Unknown, Donald Cooke.
Newport News, **WACH (TV)** (33), 2/5/53—Summer '53.

WASHINGTON

Seattle, **KOMO-TV** (4), 6/10/53—Unknown, NBC.
Tacoma, **KMO-TV** (13), 12/10/52-8/2/53—Branham.
Vancouver (Wash.)-Portland (Ore.), **KVAN-TV** (21), Initial Decision 6/18/53.
Yakima, **KIMA-TV** (29), 12/4/52-7/19/53—CBS, Weed TV.
Yakima, **KIT-TV** (23), 12/4/52—Aug. '53.

WEST VIRGINIA

Beckley, **Appalachian TV Corp.** (21), 6/25/53—Unknown.
Charleston, **WKNA-TV** (49), 3/4/53—July '53, Weed TV.
Fairmont, **WJPB-TV** (35), 7/1/53-1/1/54—Gill-Perna.
Parkersburg, **WTAP (TV)** (15), 2/11/53-9/21/53.
Wheeling, **WLTV (TV** (51), 2/11/53—Oct. '53.
Wheeling, **WTRF-TV** (7), 4/22/53-10/1/53, NBC, Hollingbery.

WISCONSIN

Beloit, **WRBJ (TV)** (57), 2/11/53-Fall '53, Clark.
Eau Clair, **WEAU-TV** (13), 2/26/53-Fall '53, Hollingbery.
Madison, **WMTV (TV)** (33), 1/23/53-7/15/53, ABC, DuM, NBC, Bolling.
Milwaukee, **WCAN-TV** (25), 2/5/53-7/15/53, Taylor.
Milwaukee, **WOKY-TV** (19), 6/3/53-9/1/53, Bolling.
Neenah, **WNAM-TV** (42), 12/23/52-9/21/53, Clarke.

WYOMING

Casper, **KSPR-TV** (2), 5/14/53-Unknown.
Cheyenne, **KFBC-TV** (5), 1/23/53-12/25/53, CBS.

ALASKA

Fairbanks, Kiggins & Rollins (2), 7/1/53-Dec. '53.

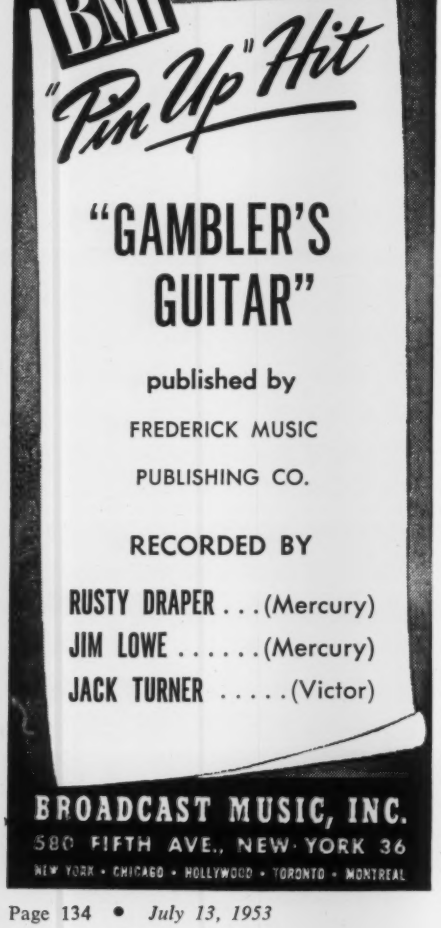
HAWAII

Honolulu, **American Bcstg. Stations Inc.** (4), 5/14/53-Unknown.

PUERTO RICO

San Juan, **WKAQ-TV** (2), 7/24/52-1954, Inter-American.

* Indicates noncommercial, educational station.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ACTIONS OF THE FCC

July 1 through July 8

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, hearing calendar, new petitions, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link. synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—megacycles. D—day. N.—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations
As of June 30, 1953*

	AM	FM	TV
Licensed (all on air)	2,439	551	101
CPs on air	19	29	†97
Total on air	2,458	580	†198
CPs not on air	126	21	285
Total authorized	2,584	601	483
Applications in hearing	81	1	108
New station requests	250	8	572
Facilities change requests	185	32	21
Total applications pending	975	95	730
Licenses deleted in June	1	‡12	0
CPs deleted in June	1	0	4

***Does not include noncommercial educational FM and TV stations.**

†Authorized to operate commercially.
‡Includes 4 not reported in Sept., 1952.

* * *

AM and FM Summary through July 6

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM	2,459	2,445	143	246	79
FM	577	552	54	6	1

Television Station Grants and Applications
Since April 14, 1952

Grants since July 11, 1952:

	Vhf	Uhf	Total
Commercial	140	245	385[1]
Educational	5	13	18

Total Operating Stations in U. S.:

	Vhf	Uhf	Total
Commercial on air	154	42	196
Noncommercial on air	1	0	1

Applications filed since April 14, 1952:

	New	Amnd.	Vhf	Uhf	Total
Commercial	806	337	635	508	1,143[2]
Educational	48		25	23	48
Total	854	337	660	531	1,191[3]

[1] **Six CPs (2 vhf, 4 uhf) have been returned.**
[2] **One applicant did not specify channel.**
[3] Includes 403 already granted.

* * *

Note: Processing of uncontested TV applications has been extended through both the Group A-2 and group B city priority lists.

New TV Stations . . .

Actions by FCC

Fairbanks, Alaska—Kiggins & Rollins. Granted vhf Ch. 2 (54-60 mc); ERP 13.8 kw visual, 8.32 kw aural; antenna height above average terrain 59.7 ft., above ground 168 ft. Estimated construction cost $84,000, first year operating cost $250,000, revenue $300,000. Post office address 841 Turquoise St., San Diego. Studio and transmitter location 1st and Lacy Sts., Fairbanks. Geographic coordinates 64° 50′ 20″ N. Lat., 147° 43′ 3″ W. Long. Transmitter composite, antenna RCA. Legal counsel Andrew G. Haley, Washington. Consulting engineer James G. Duncan, San Diego. Principals include equal partners **Keith Kiggins**, former ABC vice president, and **Richard R. Rollins**, realtor and former minority stockholder, KIOA Des Moines. Granted July 1.

Denver—School District, City and County of Denver. Granted noncommercial educational vhf Ch. 6 (82-88 mc); ERP 20 kw visual, 10.7 kw aural; antenna height above average terrain 950 ft., above ground 210 ft. Estimated construction cost $299,044, first year operating cost $82,000. Post office address 414 14th St., Denver. Studio location 13th and Glenarm Sts. Transmitter location 2.5 N., 225° E. of Golden, Colo. Geographic coordinates 39° 43′ 47″ N. Lat., 105° 14′ 50″ W. Long. Transmitter and antenna GE. Legal counsel Krieger & Jorgensen, Washington. Consulting engineer George P. Adair Engineering Co., Washington. Principals include members of board of education and superintendent of schools. Granted July 1.

Utica, N. Y.—Richard H. Balch. Granted uhf Ch. 19 (500-506 mc); ERP 52.2 kw visual, 26.3 kw aural; antenna height above average terrain 880 ft., above ground 531 ft. Estimated construction cost $358,052, first year operating cost $250,000, revenue $250,000. Post office address 20 Whitesboro St., Utica 2, N. Y. Studio location to be determined. Transmitter location at intersection of Grace Hill Road and Smith Hill Road, about 2.5 mi. NE of Deerfield, 500 ft. SE of WKTV (TV) antenna. Geographic coordinates 43° 08′ 34″ N. Lat., 75° 10′ 39″ W. Long. Transmitter DuMont, antenna GE. Legal counsel Cohn & Marks, Washington. Consulting engineer Kear & Kennedy, Washington. Sole owner of applicant is **Richard H. Balch**, vice president of Frost Inc. (fishing tackle distributors), New York; president of Horrocks-Ibbotson Co. (fishing tackle mfrs.), Utica, N. Y., and interest in real estate and insurance companies. Mr. Balch was permittee of WFRB-AM-FM Utica which was deleted in 1948. He is new chairman of New York State's Democratic Committee. Granted July 1.

Midland, Tex.—Midessa TV Co. (KSWO-AM-TV Lawton, Okla.). Granted vhf Ch. 2 (54-60 mc); ERP 10 kw visual, 5.01 kw aural; antenna height above average terrain 510 ft., above ground 551 ft. Estimated construction cost $230,000, first year operating cost $150,000, revenue $120,000. Post office address Box 1385, Lawton. Studio and transmitter location 3¾ mi. E of Midland, Hwy. 307. Geographic coordinates 32° 0′ 15″ N. Lat., 101° 59′ 30″ W. Long. Transmitter and antenna RCA. Legal counsel Lyom, Wilner & Bergson, Washington. Consulting engineer William D. Buford, Lawton. Partners include **R. H. Drewry** (50%), **T. R. Warkentin, J. R. Montgomery** and **R. P. Scott** (15.5% each). Partnership owns 90% of KRHD Duncan. Granted July 1.

Fairmont, W. Va.—Fairmont Bcstg. Co. Granted uhf Ch. 35 (596-602 mc); ERP 17.4 kw visual, 9.33 kw aural; antenna height above average terrain 240 ft., above ground 222 ft. Estimated construction cost $100,580, first year operating cost $40,000, revenue $50,000. Studio and transmitter location Leonard Ave. Geographical coordinates 39° 28′ 19″ N. Lat., 80° 08′ 27″ W. Long. Transmitter RCA, antenna RCA. Consulting engineer A. D. Ring & Co., Washington. Applicant is licensee of WVVX and WJPB (FM) Fairmont. Principals include President and Treasurer **J. P. Beacom** (96%), and Vice President **Jennings Randolph** (4%). Address: 119 Fairmont Ave., Fairmont, W. Va. Granted July 1.

Applications

Kansas City, Mo.—David M. Segal, uhf Ch. 65 (776-782 mc); ERP 20.62 kw visual, 11.2 kw aural; antenna height above average terrain 368 ft., above ground 356.5 ft. Estimated construction cost $145,900.82, first year operating cost $182,000, revenue $240,000. Post office address 1012 Baltimore Bldg. Studio and transmitter location 1012 Baltimore Bldg. Geographic coordinates 39° 06′ 06″ N. Lat., 94° 35′ 02″ W. Long. Transmitter and antenna GE. Consulting engineer Lee E. Baker. Mr. Segal is owner of KDAS Malvern, Ark., and KTFS Texarkana, Tex.; 77½% interest in WGVM Greenville, Miss., and 52% interest in KDKD Clinton, Mo. Filed July 3.

San Antonio, Tex.—Jacob A. Newborn Jr., uhf Ch. 41 (632-638 mc); ERP 23.5 kw visual, 12.6 kw aural; antenna height above average terrain 384 ft., above ground 341 ft. Estimated construction cost $116,000, first year operating cost $196,000, revenue $238,500. Post office address Box 1572, Beaumont. Studio and transmitter location Transit Tower. Geographic coordinates 29° 25′ 20″ N. Lat., 98° 29′ 22″ W. Long. Transmitter and antenna GE. Mr. Newborn owns KETX (TV) Tyler, Tex., and is 25% stockholder of KBMT-TV Beaumont, Tex. Applicant surrendered construction permit for WTVS (TV) Gadsden, Ala., several weeks ago. Filed June 29.

Canton, Ohio—Tri-Cities Telecasting Inc., uhf Ch. 29 (560-566 mc); ERP 206.5 kw visual, 108 kw aural; antenna height above average terrain 673 ft., above ground 640 ft. Estimated construction cost $337,539, first year operating cost $215,000, revenue $215,000. Post office address 848 Market Ave. N., Canton. Studio location 848 Market Ave. N., Canton. Transmitter location 2 miles

SE of Canton. Geographic coordinates 40° 45' 10" N. Lat., 81° 20' 45" W. Long. Transmitter GE, antenna Workshop Assoc. Legal counsel Cohn & Marks, Washington. Consulting engineer Weldon & Carr, Washington. Principals include President **Morton Frank** (23.4%), president, publisher and 50% stockholder in Canton Economist Inc. and Stark County Times, Inc.; Vice President **Wallace R. Persons Jr.** (9.4%); Secretary-Treasurer **Loren E. Souers Jr.** (0.2%), attorney, and **Oral S. Pflug** (9.4%), owner of Oral S. Pflug & Assoc., Cleveland advertising agency, and *Steubenville* (Ohio) *Jeffersonian*. Filed July 8.

Big Spring, Tex. — Texas Telecasting Inc. (KDUB-TV Lubbock), vhf Ch. 4 (66-72 mc); ERP 12.9 kw visual, 6.45 kw aural; antenna height above average terrain 274 ft., above ground 440 ft. Estimated construction cost $19,217.71, first year operating cost $83,000, revenue unknown. Post office address 7400 College Ave., Lubbock. Studio location to be determined. Transmitter location S of U. S. 80, 1.1 miles W of Big Spring. Geographic coordinates 32° 15' 38" N. Lat., 101° 26' 37" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include **W. D. Rogers Jr.** (31.6%); Vice President **Vernie Ford** (17.4%), dealer in farm machinery; Secretary-Treasurer **W. W. Conley** (9.2%); **Roger L. Kukendall** (17.4%), car dealer, and **Charles W. Bathrope** (4%), president and majority stockholder in KITE-AM-FM San Antonio. Filed July 8.

Sweetwater, Tex. — Texas Telecasting Inc. (KDUB-TV Lubbock), vhf Ch. 12 (204-310 mc); ERP 2.83 kw visual, 1.42 kw aural; antenna height above average terrain 343 ft., above ground 437 ft. Estimated construction cost $92,213.22, first year operating cost $90,000, revenue unknown. Post office address 7400 College Ave., Lubbock, Tex. Studio location to be determined. Transmitter location S of U. S. 80, 1 mile W of Sweetwater. Geographic coordinates 32° 28' 57" N. Lat., 100° 22' 20" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Eliot C. Lovett, Washington. Consulting engineer Frank H. McIntosh, Washington. Principals include President **W. D. Rogers Jr.** (31.6%); Vice President **Vernie Ford** (17.4%), dealer in farm machinery; Secretary-Treasurer **W. W. Conley** (9.2%); **Roger L. Kukendall** (17.4%), car dealer, and **Charles W. Bathrope** (4%), president and majority stockholder of KITE-AM-FM San Antonio. Filed July 8.

Existing TV Stations . . .

Actions by FCC

WETV (TV) Macon, Ga.—Macon TV Co. Granted modification of its CP for Ch. 47 to change ERP from 100 kw visual, 55 kw aural to 170 kw visual and 91.2 kw aural; change studio location to transmitter site, 2300 block of Pio Nono Ave. near Macon; to change geographic coordinates to 32° 49' 03" N. Lat., 83° 39' 53" W. Long. Antenna height above average terrain 490 ft., above ground 437 ft. Granted July 3.

WTCN-TV Minneapolis, Minn.—Minnesota TV Public Service Corp. Granted modification of its CP for Ch. 11 share-time to change ERP from 160 kw aural to 191 kw aural; antenna height above average terrain 470 ft.; to change transmitter location to Foshay Tower, 9th Street & Marquette Ave., and studio location to Calhoun Beach Hotel, 2925 Dean Blvd., Minneapolis. Granted July 2.

WMIN-TV St. Paul, Minn.—WMIN Bcstg. Co. Granted modification of its CP for Ch. 11 share-time to change ERP from 160 kw aural to 191 kw aural; antenna height above average terrain 470 ft.; to change transmitter location to Foshay Tower, 9th Street and Marquette Ave., Minneapolis, and studio location to Hamm Building, St. Peter and 7th Sts., St. Paul, Minn. Granted July 2.

WTOB-TV Winston-Salem, N. C. — Winston-Salem Bcstg. Co. Granted modification of its CP for Ch. 26 to change ERP from 200 kw visual, 100 kw aural to 74.1 kw visual and 37.2 kw aural; antenna height above average terrain 575 ft. and to change studio and transmitter location to 300 W. Stratford Road, Winston-Salem. Granted July 3.

WKJF-TV Pittsburgh, Pa.—Agnes J. Reeves Greer. Granted modification of its CP for Ch. 53 to change ERP from 260 kw visual, 130 kw aural to 174 kw visual and 91.2 kw aural; antenna height above average terrain 530 ft. Granted July 1.

KFEL-TV Denver, Colo.—Eugene P. O'Fallon Inc. Granted modification of CP for vhf Ch. 2 to change ERP from 56 kw visual, 28.5 kw aural to 100 kw visual and 50.1 kw aural. Granted July 3; announced July 7.

WITV (TV) Ft. Lauderdale, Fla.—Gerico Investment Co. Granted modification of CP for vhf Ch. 7 to change studio location to transmitter site on Peter Branch Road. Granted July 1; announced July 7.

WHAM-TV Rochester, N. Y.—Stromberg-Carlson Co. Granted modification of CP for Ch. 6 to change antenna height above average terrain from 500 ft. to 510 ft. Granted July 2; announced July 7.

WOSH-TV Oshkosh, Wis.—Oshkosh Bcstg. Co. Granted special temporary authority to operate commercially on uhf Ch. 48 from June 30 to July 10. Granted June 30; announced July 7.

Call Letters Assigned

KARK-TV Little Rock, Ark.—Arkansas Radio & Equipment Co., vhf Ch. 4.

KERO-TV Bakersfield, Calif. — Kern County Broadcasters Inc., vhf Ch. 10.

WHRN (TV) Harrington, Del.—Rollins Bcstg. Inc., uhf Ch. 40.

WPFA-TV Pensacola, Fla.—WPFA-TV Inc., uhf Ch. 15. Changed from WPFA.

KIFT (TV) Idaho Falls, Idaho—Idaho Falls TV Inc., vhf Ch. 8.

WGEM-TV Quincy, Ill.—Quincy Bcstg. Co., vhf Ch. 10.

WREX-TV Rockford, Ill.—Greater Rockford TV Inc., vhf Ch. 13.

WFIE (TV) Evansville, Ind.—Premier TV Inc., uhf Ch. 62.

KCTV (TV) Sioux City, Iowa—Great Plains TV Properties of Iowa, Inc., uhf Ch. 36. Changed from KWTV.

KTAG-TV Lake Charles, La.—KTAG-TV Inc., uhf Ch. 25. Changed from KTAG.

WTLO (TV) New Orleans, La.—New Orleans TV Co., uhf Ch. 20.

KRHT (TV) Billings, Mont.—Rudman-Hayutin TV Co., vhf Ch. 8.

KOAT-TV Albuquerque, N. M. — Alvarado Bcstg. Co., vhf Ch. 7.

KNEH (TV) Clovis, N. M.—Telepoliten Bcstg. Co., vhf Ch. 12.

WPTR-TV Albany, N. Y.—Patroon Bcstg. Co., uhf Ch. 23.

WTRI (TV) Schenectady, N. Y.—Van Curler Bcstg. Corp., uhf Ch. 35.

KBSM (TV) Bismark, N. D.—Rudman TV Co., vhf Ch. 12.

WERE-TV Cleveland, Ohio—Cleveland Bcstg. Inc., uhf Ch. 65.

KMIV (TV) Miami, Okla.—Miami TV Co., uhf Ch. 58.

KMPT (TV) Oklahoma City, Okla.—KLPR TV Inc., uhf Ch. 19.

WQED (TV) Pittsburgh, Pa. — Metropolitan Pittsburgh Educational TV Station, education vhf Ch. 13.

WNET (TV) Providence, R. I.—New England TV Co. of Rhode Island, uhf Ch. 16.

KTCO (TV) Fort Worth, Tex.—Tarrant County-TV Co., uhf Ch. 20.

KXYZ-TV Houston, Tex. — Shamrock Bcstg. Co., uhf Ch. 29.

KSHM (TV) Sherman, Tex.—Sherman TV Co., uhf Ch. 46.

KOMO-TV Seattle, Wash.—Fisher's Blend Station Inc., vhf Ch. 4.

Applications

WBLN (TV) Bloomington, Ill.—Cecil W. Roberts seeks modification of its CP for Ch. 15 to change ERP from 18 kw visual, 918 kw aural to 15.93 kw visual and 8.68 kw aural and change studio and transmitter location to on U. S. Bypass 66 at intersection of U. S. 150, SE of Bloomington. Antenna height above average terrain 478 ft. Filed June 16.

WWNY-TV Watertown, N. Y.—The Brockway Co. seeks modification of its CP for Ch. 48 to change ERP from 235 kw visual, 120 kw aural to 176 kw visual and 91.4 kw aural; antenna height above average terrain 570 ft. Filed June 16.

KRBC-TV Abilene, Tex.—Reporter Bcstg. Co. Requests change of ERP from 17.4 kw visual, 8.7 kw aural to 25.8 kw visual and 12.9 kw aural; to change studio location to transmitter site near Highway 84, approximately 11 miles S of Abilene. Antenna height above average terrain 772 ft., above ground 437 ft. Filed May 27.

KDYL-TV Salt Lake City, Utah—Intermountain Bcstg. & TV Corp. requests change of ERP from 0.0055 kw visual and 0.0029 kw aural to 27 kw visterran 2.129 ft. Filed June 16.

WSVA-TV Harrisonburg, Va.—Shenandoah Valley Bcstg. Corp. seeks modification of its CP for Ch. 3 to change ERP from 12.5 kw visual, 6.3 kw aural to 8.3 kw visual and 4.15 kw aural; to change studio and transmitter location to Big Mountain, 2 miles E of Endless Caverns, near Harrisonburg. Antenna height above average terrain 2,129 ft. Filed June 16.

KMO-TV Tacoma, Wash.—KMO Inc. requests change of ERP from 120 kw visual, 71 kw aural to 95 kw visual and 57 kw aural. Antenna height above average terrain 769 ft., above ground 532 ft. Filed June 5.

New AM Stations . . .

Actions by FCC

Cheektowaga, N. Y.—Niagara Bcstg. System. Granted 1230 kc, 250 w unl., antenna 150 ft. Construction $8,600, operating $75,120, revenue $90,000. Sole owner is **Gordon P. Brown,** owner of WSAY Rochester, N. Y. Granted July 1; announced July 2.

Coral Gables, Fla. — Alan Henry Rosenson. Granted permit to operate new AM station on 1490 kc, 250 w unlimited. These facilities were formerly assigned WTTT [B•T, July 6]. Mr. Rosenson is owner WLRD (FM) Miami Beach. Granted July 8.

Applications

Coachella, Calif.—Coachella Valley Bcstg. Co., 970 kc, 1 kw unlimited. Estimated construction cost $24,000, first year operating cost $31,780, revenue $48,000. Principals in limited partnership are general partner **Melvin L. Carroll,** announcer KYOR San Diego, and limited partner **Edward Gorges,** local furniture businessman. Filed June 15.

Redding, Calif.—VALR Inc., 1230 kc, 250 w unlimited. Estimated construction cost $6,097.39, first year operating cost $42,000, revenue $60,000. Principals are President **Rowland H. Dow** (80%), president and 25% stockholder in KCNO Alturas, Calif.; **Boyd M. Wilson** (10%), Alturas attorney, and **Jean Robnett** (10%). Post office address Box 98, Alturas. Filed June 15.

Murphysboro, Ill.—Evers Mick, Donald Lee Ritter, Hubert W. Wells and Hayward Lee Eggley tr/as Jackson County Bcstg. Co., 1420 kc, 500 w daytime. Estimated construction cost $14,275, first year operating cost $24,000, first year revenue $32,000. Principals of partnership are: **Evers Mick** (51%); **Donald Lee Ritter** (24½%); **Hubert W. Wells** (12¼%) and **Hayward Lee Eggley** (12¼%). Mr. Mick is chief engineer, Mr. Wells is manager and Messrs. Ritter and Eggley are announcers of WFMW-AM-FM Madisonville, Ky. Filed June 12.

Deming, N. M.—Homer W. Nelson, Hugh S. Thomas, Robert W. Tobey and Edwin E. Merriman, co-partnership d/b as Luna County Bcstg. Co., 1230 kc, 250 w daytime. Estimated construction cost $17,933, first year operating cost $30,000, revenue $45,000. Mr. Nelson is mayor of Brownfield, Tex., and Messrs. Thomas and Merriman are accountants in Brownfield and Lubbock, Tex., respectively. Post office address Box 791 Brownfield, Tex. Filed June 9.

Belmont, N. C.—R. R. Hilker, Otis Shepherd, Lucielle Hand and Arthur Hilker Jr. d/b as Central Bcstg. Co., 1480 kc, 500 w daytime. Estimated construction cost $12,075, first year operating cost $22,000, revenue $30,000. Principals are **R. R. Hilker** (26%), engineer WLTC Gastonia, N. C.; **Otis Shepherd** (25%); **Lucielle Hand** (24%), and **Arthur Hilker Jr.** (25%). Post office address 413 E. Catawba St. Filed June 11.

Hettinger, N. D.—Hettinger Bcstg. Co., 1490 kc, 250 w unlimited. Estimated construction cost $15,050, first year operating cost $18,000, revenue $18,000. Principals include **J. C. Melby** (4%), stockholder in KSJB Jamestown and KCJB Minot, N. D.; **D. J. Shults** (6%), owner-publisher Adams County Record, Hettinger, and 13 other stock-

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holders comprised of local business and professional men. Filed June 15.

Martinsville, Va.—Harry A. Epperson Jr., 1300 kc, 1 kw daytime. Estimated construction cost $14,630, first year operating cost $45,300, revenue $55,000. Mr. Epperson is member of engineering staff of WPAQ Mt. Airy, N. C. Post office address Ararat, Va. Filed June 29.

Applications Amended

Madison, Ind.—Knight-Cutler System, seeking 1440 kc, 500 w daytime directional, amends to change name to partnership of Frances Knight (Breckinridge) (66⅔%) and Charles N. Cutler (33⅓%) d/b as Knight-Cutler System. Filed June 19.

Peru, Ind.—Robert B. McGregor, Walter K. Hertzog, J. Lingle Whitehouse, Vernice E. Baxter and John W. Honnycutt d/b as The Peru Bcstg. Co., request amendment to application for new AM station, 1050 kc, 250 w daytime, to change frequency to 1600 kc, studio location to be determined and to change transmitter location to on M. A. Lanahan Farm, on east side of State Highway 21, Southeast of Peru. Filed June 16.

Waverly, Ohio—Alice B. Hively, Donald E. Kinker and Warren W. Cooper d/b as Hi Kinco Broadcasters, seeking 1590 kc, 500 w daytime, requests amendment to change frequency to 1380 kc, 1 kw directional, and change transmitter and studio location to on State Highway 104, 3.5 miles SW of Waverly. Filed June 19.

Parkersburg, W. Va. — Clarence E. Franklin amends application for 1400 kc, 100 w night and 250 w daytime to change daytime power to 100 w. Filed June 16.

Existing AM Stations . . .

Actions by FCC

KTHS Little Rock, Ark.—Radio Bcstg. Inc. Granted CP to replace expired permit which authorized change in facilities from 1 kw night, 10 kw day to 50 kw unlimited, directional night, on 1090 kc. Granted July 8.

KAFY Bakersfield, Calif.—Bakersfield Bcstg. Co. Granted permit to change directional antenna pattern from DA-1 to DA-2 on its present frequency of 550 kc, 1 kw unlimited. Granted July 8.

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NATIONAL REP. —— George P. Hollingbery Co.

KALI Pasadena, Calif.—Consolidated Bcstg. Co. Granted permit to increase power from 1 kw to 5 kw on its present frequency of 1430 kc, directional daytime. Granted July 1.

KPOF Denver, Colo.—Pillar of Fire. Granted authority to remain silent from 2:30 to 4:30 p.m. on July 4. Granted July 3; announced July 7.

KGMC Englewood, Colo.—The Mo Ma Agency. Granted permit to change frequency from 1220 kc to 1150 kc with present power of 1 kw daytime, provided that program tests are not commenced until KTLN Denver has been licensed and has commenced program tests on another frequency. Granted July 1.

WKNB New Britain, Conn. — New Britain Bcstg. Co. Granted modification of license to change main studio location, consolidating it with proposed studio of WKNB-TV outside city limits. Granted July 8.

Remain Silent

KPAS Banning, Calif.—Pass Bcstg. Co. Granted authority to remain silent for a period of 60 days from June 28. Granted July 3; announced July 7.

WHED Washington, N. C.—Beaufort Bcstg. Co. Granted authority to remain silent an additional 90 days. Station has been off the air since March 25. Granted July 8.

AM Station Deleted

WTTT Coral Gables, Fla. — Atlantic Shores Bcstg. Inc. FCC by order dismissed for lack of prosecution applications for renewal of license and assignment and deleted AM station on 1490 kc with 250 w. Deleted July 1.

Call Letters Assigned

WAJF Decatur, Ala.—J. B. Falt Jr., 1490 kc, 250 w unlimited.

KEVT Tucson, Ariz.—Tucson Radio Inc., 690 kc, 250 w day.

WDBF Delray Beach, Fla.—Delray Broadcasters, 1420 kc, 500 w day.

WFLR Tallahassee, Fla.—WASP Inc., 1330 kc, 1 kw day.

WMTM Moultrie, Ga.—Colquitt Bcstg. Co., 1300 kc, 1 kw day.

WRRR Rockford, Ill.—Rock River Bcstg. Co., 1330 kc, 1 kw day directional.

WLBN Lebanon, Ky. — Lebanon-Springfield Bcstg. Co., 1590 kc, 500 w day.

KDBS Alexandria, La.—Dixie Bcstg. Service, 1410 kc, 1 kw day.

KTIB Thibodeaux, La.—Delta Broadcasters Inc., 630 kc, 500 w day.

WVDA Boston, Mass.—Vic Diehm Associates, 1260 kc, 5 kw unlimited directional night. Changed from WNAC.

WNAC Lawrence, Mass. (Boston) — General Teleradio Inc., 680 kc. 50 kw unlimited, directional night. Changed from WLAW.

WTUP Tupelo, Miss.—Lee Bcstg Co., 1380 kc, 1 kw day.

KSMO Salem, Mo.—Show-Me Bcstg. Co., 1340 kc, 250 w unlimited.

KBMI Henderson, Nev.—Moritz Zenoff, 1440 kc, 250 w unlimited.

WJMJ Jackson, Ohio—Luther M. Jones, 1280 kc, 1 kw day.

WMVP Mt. Vernon, Ohio—The Mt. Vernon Bcstg. Co., 1300 kc, 500 w day directional.

KLCO Poteau, Okla.—Leflore Bcstg. Co., 1280 kc, 1 kw day.

KLOQ Seattle, Wash.—W. Gordon Allen, 1590 kc, 5 kw day.

KODL The Dalles, Ore.—Western Radio Corp. Requests construction permit to change frequency from 1230 kc, 100 w night and 250 w daytime to 1440 kc, 1 kw unlimited, directional night. Filed June 8.

WHUM Reading, Pa. — Eastern Radio Corp. seeks to change studio location from Berkshire Hotel, Fifth and Washington, Reading, to Tower Hotel, Skyline Drive on Mount Penn, Lower Alsasce Township, Pa. Filed June 16.

New FM Stations . . .

Actions by FCC

Fulton, Ky.—Ken-Tenn Bcstg. Corp. (WFUL). Granted permit for new Class A FM station on Ch. 285 (104.9 mc) with ERP 500 w and antenna height above average terrain 155 ft. Granted July 1.

Ithaca, N. Y.—Northeast Radio Corp. Granted permit for new Class A FM station on Ch. 279 (103.7 mc) with ERP 5.6 kw and antenna height above average terrain 890 ft. Granted July 8.

Existing FM Stations . . .

Actions by FCC

KCMC-FM Texarkana, Tex.—KCMC Inc. Granted change in ERP from 40 kw to 7 kw and antenna height above average terrain from 415 ft. to 275 ft. Granted July 1.

KUTF (FM) Salt Lake City, Utah—Utah Bcstg. & TV Co. Granted reinstatement of expired permit for Class B FM station on Ch. 246 (97.1 mc) with expiration date of 6 months. Granted July 8.

FM Stations Deleted

WFMD-FM Frederick, Md. — The Monocacy Bcstg. Co. Granted request to cancel license and delete FM station on Class B Ch. 260. Deleted June 30; announced July 7.

WLAW-FM Boston-Lawrence, Mass.—Hildreth & Rogers Co. Station ceased operation on June 16 and cancelled its license in accord with FCC action of June 10 granting assignment of WLAW to General Teleradio Inc. on condition that applicant divest itself of interest in WLAW-FM [B•T, June 15]. Granted June 29; announced July 7.

WHKC-FM Columbus, Ohio—United Bcstg. Co. Granted request to cancel license and delete FM station on Class B Ch. 254. Deleted June 30; announced July 7.

Applications

WLRD (FM) Miami Beach, Fl.—Allen Henry Rosenson and Yvette Rosenson d/b as Mercantile Bcstg. Co. requests change of location from Miami Beach to Miami, Fla. Filed June 9.

Ownership Changes . . .

Actions by FCC

KBLO Hot Springs, Ark.—Robert S. Bielow tr/as National Park Bcstg. Co. Granted consent to assign construction permit to National Park Bcstg. Co., partnership composed of Robert S. Bielow (75%) and J. W. Meredith (25%) for $5,000. Granted July 8.

KGIL San Fernando, Calif.—San Fernando Valley Bcstg. Co. Granted voluntary transfer of control to American Bcstg. Stations (WMT Cedar Rapids, Iowa)—KJBS Bcstrs. (KJBS San Francisco), through transfer of 80% of voting stock. Total consideration $59,000 maximum; to F. J. Smalley, $45,000; Howard P. Gray, $9,000, and to **Les Scherer** and **J. C. Morse** no more than $5,000. Granted July 1.

KHQA-TV Hannibal, Mo.—The Courier-Post Pub. Co. Granted assignment of CP for vhf Ch. 7 to Lee Bcstg. Inc. (WTAD Quincy, Ill.). Assignor will acquire 20% interest in WTAD after it disposes of its interest in KHMO Hannibal. Granted July 1; announced July 2.

WMBH-AM-FM Joplin, Mo.—Joplin Bcstg. Co. Granted transfer of control from Joplin Globe Pub. Co. and Charles David Blair to D. J. Poyner for $32,000. Mr. Poyner, general manager of WMBH-AM-FM, owns 60 shares and hereafter will own all outstanding shares. Granted July 1.

KABQ Albuquerque, N. M.—KVER Bcstg. Co. Granted modification of license for 1340 kc with 250 w unlimited to change name to KABQ Bcstg. Co. Granted June 29; announced July 7.

WHDL-AM-FM Olean, N. Y. — WHDL Inc. Granted relinquishment of negative control of Olean Times Herald Corp. (parent corporation of licensee) by E. B. Fitzpatrick (formerly 50%, now 35%) through sale of 150 shares of stock to his son, Grey Fitzpatrick (formerly 1%, now 8.5%) and to his daughter, Mrs. Jean F. Henzel (7.5%). Mrs. Henzel is wife of John R. Henzel, president of WHDL Inc. Granted June 29; announced July 7.

WSAI-AM-FM Cincinnati, Ohio — Buckeye Bcstg. Corp. Granted assignment of license to Gordon Bcstg. Co. for $203,000. Buckeye is subsidiary of Storer Bcstg Co., which sells because of purchase of WBRC-AM-FM-TV Birmingham for $2.4 million. Principals in Gordon Bcstg. Co. are President Sherwood R. Gordon (70%) and his wife, Edna W. Gordon (30%). Firm is applicant for uhf Ch. 74 at Cincinnati. Mr. Gordon is assistant to president of Wilbur Sales Corp., New York graphic arts firm. Mr. and Mrs. Gordon are principals in TV Corp. of Greater Miami, applicant for uhf Ch. 33 at Miami, Fla. Granted July 8.

WCRE Cheraw, S. C.—R. D. Baxley d/b as Chesterfield Bcstrs. Granted assignment of license to Chesterfield Bcstrs. Inc., including Mr. Baxley (40%), Robert Misenheimer (40%) and Hugh Morris (20%). Consideration: Mr. Baxley's stock interest plus assumption of $8,994 note by corporation. Granted July 8.

WAEW-AM-FM Crossville, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. Granted assignment of license to WAEW Inc. in transfer from sole proprietorship to corporation. Mr. Wilkerson owns 100% of stock. Granted June 29.

WLIL-AM-FM Lenoir City, Tenn.—Arthur Wilkerson tr/as Arthur Wilkerson Lumber Co. Granted assignment of license to WLIL Inc. Mr. Wilkerson owns 100% of the stock. Granted June 29.

KGKO Dallas, Tex. — Lakewood Bcstg. Co. Granted voluntary transfer of control from Eldridge C. Harrell and Delbert Davison to W. L. Pickens (16,250 shares), H. H. Coffield (16,250 shares), Leonard Coe (12,500 shares) and Ross K. Prescott (4,998 shares). Consideration $1 per share. Granted July 1.

WSAP Portsmouth, Va. — Portsmouth Radio Corp. Granted transfer of control to Charles J. Dule Jr. and 25 other individuals by sale of all issued and outstanding stock for $97,300. Principals include President C. J. Duke Jr. (5.4%), Vice President Judge Floyd E. Kellam (5.6%) and Secretary-Treasurer Henry Clay Hofheimer (14.7%). Granted July 8.

WIVI St. Croix, Virgin Islands—Radio American West Indies. Granted voluntary transfer of control from Edward Moore Vickers to Hazel Vickers in compliance with divorce decree. Mrs. Vickers, presently holding 15%, would increase her equity to 80%. Granted July 8.

WHTN-AM-FM Huntington, W. Va.—Greater Huntington Radio Corp. Granted transfer of control from Biggs-Long Realty Corp. as a dividend in kind. Effect is to eliminate Biggs-Long Realty Corp. from chain of ownership. Granted June 29; announced July 7.

WPFP Park Falls, Wis.—Radio station WIGM Inc. Granted modification of permit for 1450 kc with 100 w to change name to M. & N. Bcstg. Co. Granted July 1.

Applications

KWAK Stuttgart, Ark.—Stuttgart Bcstg. Corp. Phillip G. Back and John F. Wills, request transfer of control to William Ross Beard and Melvin P. Spann by sale of 1,000 shares (50%) for $20,000. Mr. Spann, general manager and owner of 25% interest, will receive 250 shares as gift from Mr. Beard. Filed June 18.

KOCS (AM)-KEDO (FM) Ontario, Calif.—Mrs. Jerome Appleby Harnish, Carlton R. Appleby, Walter Axley, Ernest Atkinson, Andrew B. Appleby and Robert Fairchild d/b as The Daily Report Co. requests a change in partnership by transfer by Mrs. Harnish of 1½% interest as gifts to each of her sons. Principals are Mrs. Harnish, formerly 76½%, proposed 73½%; Carlton P. Appleby, formerly 14%, proposed 15½%, and Andrew B. Appleby, formerly 2%, proposed 3½%. Filed June 22.

WIBR Baton Rouge, La.—Community Bcstg. Co. Owen W. Hare requests transfer of control to G. T. Owen Jr. by sale of 250 shares for $650. Filed June 22.

WARC Rochester, N. Y.—WARC Inc. Requests transfer of control to Star Bcstg. Co. (WGVA), Geneva, N. Y., by sale of stock for $80,000. Principals of Star are President Maurice R. Forman (71.59%), owner of Bean Adv. Enterprises; Vice President Thomas L. Brown (11.84%); Secretary R. Carlton Green (4.73%), and Edward Minden (11.84%), New York City real estate broker. Filed June 16.

KFYR-AM-TV Bismarck, N. D.—Meyer Bcstg. Co. Etta Hoskins Meyer, executor of estate of P. J. Meyer, requests transfer of control to herself as sole beneficiary of 2,430 shares out of 5,628 issued and outstanding shares of stock. Filed June 29.

KUGN-AM-FM Eugene, Ore.—KUGN Inc. requests transfer of control to C. O. Fisher by transfer of 100 shares from father, C. H. Fisher. Consideration is transfer of C. O. Fisher's 50% interest in Oregon-Washington Broadcasters (KIHR), Hood River, Ore., 25 shares of Valley Construction Co., ⅓ of 50% partnership interest in co-partnership of C. H. Fisher & Son and to assume obligation of C. H. Fisher for $35,200. Filed June 8.

WELP Easley, S. C.—Pickens County Bcstg. Co. J. Lake Williams requests consent to sell 72% of stock to Frances M. Brazzell for $36,000. President and Treasurer Cleautus O. Brazzell purchases 2% of stock for $1,000. Other principal is Vice President Joel N. Hinton (25%). Filed June 22.

KTXC Big Spring, Tex.—Big State Bcstg. Corp. requests assignment of license to a newly organized corporation of the same name and ownership to fulfill state corporation requirements. Filed June 15.

WIGM Medford, Wis.—Radio Station WIGM Inc. requests change of name to M. & N. Bcstg. Co. Filed June 16.

Hearing Cases . . .

Final Decisions

Toledo, Ohio—New AM, 1470 kc. FCC announced final decision granting application of Midwestern Bcstg. Co. for permit for new AM station on 1470 kc with 1 kw unlimited directional and denied applications of Toledo Blade Co. and Rural Bcstg. Co. seeking same fecilities in Toledo and Oak Harbor, respectively, and of Unity Corp. Inc. seeking change in facilities of WTOD Toledo from 1560 kc, 1 kw daytime, to above facilities. Decision June 26; announced July 1.

Easton, Pa.—New AM, 1230 kc. FCC announced final decision to grant application of Easton Pub. Co. for permit for new AM station on 1230 kc with 250 w unlimited and denying application of Allentown Bcstg. Corp. seeking same facilities in Allentown. Allentown Bcstg. Corp. has operated station WHOL Allentown under special authorization on the above facilities pending the conclusion of the proceeding. Final decision June 26; announced July 2.

WSOC Charlotte, N. C.—Since no exceptions have been filed to initial decision to grant application for installation of new antenna, FCC made initial decision final and effective. Order July 8.

Initial Decisions

Sacramento, Calif.—New TV, uhf Ch. 40. Examiner Thomas H. Donahue issued initial decision looking toward grant of application of Ashley L. Robison and Frank E. Hurd d/b as Cal Tel Co. for permit for new TV station on Ch. 40 with ERP 268 kw visual and 140 kw aural and antenna height above average terrain 326 ft. Initial decision July 7.

Allentown, Pa.—New TV, uhf Ch. 67. Examiner Benito Gaguine issued initial decision looking towards grant of application of Penn-Allen Bcstg. Co. for permit for new TV station on Ch. 67 with ERP 178 kw visual and 91.8 kw aural and antenna height above average terrain 810 ft. Initial decision July 7.

Other Actions

Champaign, Ill.—New TV, vhf Ch. 3. By memorandum opinion and order, FCC postponed effective date of May 19 grant of new TV station permit to Midwest TV Inc. (WCIA-TV) on protest filed by Prairie TV Co., permittee uhf Ch. 17 WTVP (TV) Decatur. Midwest TV Inc. application was set for hearing. Comr. Bartley dissented. Order July 1; announced July 3.

Columbus, S. C.—New TV, vhf Ch. 10. By memorandum opinion and order, FCC denied petition of May 28 of Spartan Radiocasting Co., Spartanburg, for rehearing of Commission's memorandum opinion and order of May 14 which dismissed Spartan's petition for reconsideration of Feb. 11 action granting without hearing new TV station on Ch. 10 to WIS-TV Corp. Comr. Hyde dissented. Order July 1; announced July 2.

St. Louis, Mo.—TV Allocation. By Memorandum opinion and order, FCC denied petition of June 19 by Metropolitan Telecasting Co. requesting that Ch. 24 or 48 be added to the seven channels assigned to St. Louis. Comr. Bartley dissented. Order July 1; announced July 2.

KGBS Harlington, Tex.—Harbenito Bcstg. Co. Granted petition for dismissal of its application to change facilities from 1240 kc with 250 w unlimited to 850 kc and 5 kw (Docket 8836). Upon approval of its application for acquiring KSOX (1530 kc, 50 w day, 10 kw night directional), Harbenito Bcstg. Co. will surrender its license for KGBS [B•T, June 29]. Granted June 30; announced July 1.

WHLM Bloomsburg, Pa.—Bloom Radio. FCC ordered hearing on application to change from 690 kc, 1 kw daytime to 550 kc, 500 w unlimited. Order July 8.

San Bernardino, Calif.—New TV, uhf Ch. 30. Designated for hearing in Washington on August 3 application of Orange Belt Telecasters for new TV station.

Montgomery, Ala.—New TV, vhf Ch. 12. FCC designated for hearing in Washington July 31 the competitive applications of Montgomery Bcstg. Co. and Alabama TV Co. Order July 1.

Montgomery, Ala.—New TV, uhf Ch. 32. FCC designated for hearing in Washington July 31 the competitive applications of Southern Bcstg. Co. and Southern Enterprises. Order July 1.

Corpus Christi, Tex.—New TV, uhf Ch. 22. FCC designated for hearing in Washington July 31 competitive applications of H. L. Hunt and Coastal Bend TV Co. Order July 1.

WMAW Menominee, Mich.—Green Bay Bcstg. Co. FCC ordered hearing on application for modification of permit to increase power on 1340 kc from 100 w to 500 w unlimited and made WVKO Columbus and WKOV Wellston, Ohio, parties to proceeding. Ordered July 8.

Los Angeles, Calif.—TV Allocation By memorandum opinion and order, FCC denied petition of June 2 by Lawrence A. Harvey requesting that Ch. 58 be added to the ten channels assigned to Los Angeles. Comr. Bartley dissented. Order July 1; announced July 2.

Milwaukee, Wis.—Hearst Corp. By memorandum opinion and order, FCC denied petition for reconsideration of Commission's memorandum opinion and order of April 1 denying a previous petition for rehearing and dismissing application of Hearst Corp. for permit for new TV station on Ch. 10, now reserved for education use. Comr. Hyde dissented. Order June 30; announced July 1.

Opinions and Orders . . .

FCC on July 2 announced proposed rule making which would (1) require local advertising of all initial applications for new TV stations and (2) provide a cut-off date against new competitive applications 30 days after such publication [B•T July 6]. Order July 2.

FCC on July 1 adopted notice of propsed rule making looking toward amendment of Sec. 3.33 of part 3 of the rules so as to require all applications for AM facilities to specify antenna site. Comments on this proposal may be filed on or before Aug. 10.

New Petitions . . .

June 25

KTXC Big Spring, Tex., applicant for license renewal (Docket 9918) and In Matter of Revocation of KFST Fort Stockton, Tex. (Docket 9919)—Chief of FCC Broadcast Bureau requests withdrawal of his earlier petition asking for 30 day postponement of final decision in these proceedings. Chief of Broadcast Bureau noted KTXC principals have fulfilled state corporation law requirements questioned earlier.

Chattanooga, Tenn.—New TV, vhf Ch. 12. Southern TV Inc. (Docket 10471); Tri-State Telecasting Corp. (Docket 10472), and WDEF Bcstg. Co. (WDEF) (Docket 10473). Southern TV and WDEF jointly oppose taking of certain depositions by Tri-State on grounds they are principal parties to application. On June 26 Tri-State advised that depositions in dispute will not be taken and opposed request of Southern for leave to amend.

Portland, Ore.—New TV, vhf Ch. 8 Westinghouse Radio Stations Inc. (KEX) (Docket 9138); Portland TV Inc. (Decket 10245); North Pacific TV Inc. (Docket 10319), and Cascade TV Inc. (Docket 10324). Portland TV answers reply of Cascade and alleges latter misrepresented contention that on "numerous" occasions Portland TV has "substantially" amended its application. Dispute stems from Cascade's petition for reconsideration of FCC action denying amendment of Cascade and postponement of further hearing. Westinghouse on June 29 also challenged arguments by Cascade.

Flint, Mich—New TV, vhf Ch. 12. WJR Goodwill Station Inc. (WJR Detroit) (Docket 10268); Trebit Corp. (WFDF) (Docket 10269), and W. S. Butterfield Theatres Inc. (Docket 10270). Trebit petitions to strike exceptions of Chief of FCC Broadcast Bureau to initial decision of hearing examiner.

South Bend, Ind.—New TV, uhf Ch. 46. South Bend Bcstg. Corp. (WHOT) (Docket 10334) and Michiana Telecasting Corp. (Docket 10338). South Bend Bcstg. petitions for enlargement of issues to determine legal qualifications of Michiana, alleging state corporation laws do not allow parent Notre Dame U. to engage in commercial TV. Michiana on July 1 asked additional time to reply.

June 26

WTCH Shawano, Wis.—Adjustment of nighttime directional array (BZ-3456). Further petition for relief from alleged interference was filed by KMA Shenandoah, Iowa.

Lancaster, Pa.—New TV, vhf Ch. 8. WGAL-TV (Docket 10366) and Peoples Bcstg. Co. (WLAN) (Docket 10365). Peoples petitions to reopen record to receive further evidence on issues involved; alleges record is incomplete. On July 2 WGAL-TV filed opposition.

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Evansville, Ind—New TV, vhf Ch. 7 South Central Bcstg. Corp. (WIKY) (Docket 10461); Evansville TV Inc. (Docket 10462); On the Air Inc. (WGBF) (Docket 10463), and WFBM Inc. (WEOA) (Docket 10464). South Central opposes appeal filed by WFBM Inc. and opposition filed by FCC Broadcast Bureau from memorandum opinion and order of hearing examiner setting course of hearing. On the Air Inc. filed support of examiner's memorandum on June 30. Evansville TV on July 1 filed partial opposition to and partial support of appeal by WFBM Inc. and filed opposition to petition of Broadcast Bureau. On the Air Inc. July 2 filed opposition to South Central's supplemental petition for leave to amend, tendered June 29.

June 29

KEAR San Mateo, Calif.—Application to increase power from 1 kw to 10 kw on 1550 kc (Docket 10521). KFBK Sacramento opposes petition of KEAR filed June 4 which asked reconsideration of FCC order of May 14 designating KEAR application for hearing upon protest of KFBK and setting aside earlier grant of power boost.

WCIA-TV Champaign, Ill.—Files answer and opposition to Sec. 309 (c) economic injury protest made earlier by WTVP (TV) Decatur, Ill., uhf outlet, against vhf Ch. 3 grant to WCIA-TV.

June 30

KFDM Beaumont, Tex.—Renewal of license (BR-392). KFDM replies and moves to dismiss petitions of KWTO which requested renewal hearing and revocation of KFDM's license.

WCAV Norfolk, Va.—Assignment of license to Larus & Bro. (WRVA Richmond) (BAL-1564). WGH Newport News, Va., petitions for hearing on assignment application, alleging multiple ownership rule violation would occur.

Pontiac, Mich.—New AM grantee on 1460 kc, James Gerity Jr. (Docket 10346). Mr. Gerity replies to answer of Chief Pontiac Bcstg. Co. involving latter's petition for reconsideration of grant to Gerity and denial of Chief Pontiac application.

TV Allocation and Rules—WSAL Logansport, Ind., petitions for amendment of Sec. 3.611 of TV rules to relax restrictions on minimum spacing from existing transmitters in other cities.

Sacramento, Calif.—New TV, uhf Ch. 40. Maria Helen Alvarez (Docket 10340) and Cal Tel Co. (Docket 10341). Cal Tel, in view of June 26 petition of Mrs. Alvarez to dismiss her application, requests permission to amend its application to bring data up to date.

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Routine Roundup . . .

June 29 Applications

ACCEPTED FOR FILING

Modification of CP

KOPO-TV Tucson, Ariz., Old Pueblo Bcstg. Co.—Mod. CP (BPCT-1169) which authorized new commercial TV for extension of completion date from 7/12/53 to 2/1/54 (BMPCT-1189).

WEEK-TV Groveland Township (Peoria), Ill., Robert S. Kerr, et al d/b as West Central Bcstg. Co.—Mod. CP (BPCT-701) as mod. which authorized new commercial TV for extension of completion date from 6/27/53 to 8/27/53 (BMPCT-1198).

WHUM-TV Summit Station (Reading), Pa., Eastern Radio Corp.—Mod. CP (BPCT-268) which authorized new commercial TV for extension of completion date from 7/21/53 to 10/21/53 (BMPCT-1191).

Renewal of License

WHLF South Boston, Va., John L. Cole Jr. tr/as Halifax Bcstg. Co.—Renewal of license (auxiliary trans.) (BR-1855).

Remote Control

KUDL Kansas City, Mo., David M. Segal (resubmitted) (BRC-101); WDVA Danville, Va., Virginia-Carolina Bcstg. Corp. (BRC-102); WTON Staunton, Va., Charles P. Blackley (BRC-99).

APPLICATION RETURNED

CP for AM

Harry A. Epperson Jr., Martinsville, Va. (PO Ararat, Va.)—CP for new AM to be operated on 1300 kc with power of 1 kw and daytime hours of operation.

July 1 Decisions

BY COMMISSION EN BANC

Renewal of License

The Commission en banc, by Commissioners Hyde (Chairman), Webster, Bartley and Doerfer, took the following actions on July 1:

Granted renewal of licenses of following stations on regular basis:

KALT Atlanta, Tex.; KAOK Lake Charles, La.; KAYS Hays, Kan.; KBST Big Spring, Tex.; KCHS Truth or Consequences, N. M.; KCLA Pine Bluff, Ark.; KCMC Texarkana, Tex.; KCNC Ft. Worth, Tex.; KCOG Centerville, Iowa; KCOW Alliance, Neb.; KCOY Santa Maria, Calif.; KCRS Midland, Tex.; KCUL Ft. Worth, Tex.; KDWT Stamford, Tex.; KELD El Dorado, Ark.; KERB Kermit, Tex.; KEXX San Antonio, Tex.; KFDM Beaumont, Tex.; KFRU Columbia, Mo.; KGBS Harlingen, Tex.; KGFL Roswell, N. M.; KGKB Tyler, Tex.; KGNC Amarillo, Tex.; KGVL Greenville, Tex.; KHUZ Borger, Tex.; KIBL Beeville, Tex.; KINE Kingsville, Tex.; KIOX Bay City, Tex.; KIUN Pecos, Tex.; KLUF and KLUF-FM Galveston, Tex.; KLYN Amarillo, Tex.; KMAC and KISS-FM San Antonio, Tex.; KMHL Marshall, Minn.; KNEL Brady, Tex.; KNOR Norman, Okla.; KNOW Austin, Tex.; KNOX Grand Forks, N. D.; KONO and KONO-FM San Antonio, Tex.; KPAT Pampa, Tex.; KPET Lamesa, Tex.; KPLT Paris, Tex.; KRE Berkeley, Calif.; KRIS Corpus Christi, Tex.; KRLN Canon City, Colo.; KROD El Paso, Tex.; KRPL Moscow, Idaho; KSEY Seymour, Tex.; KSKY Dallas, Tex.; KSST Sulphur Springs, Tex.; KTBC Austin, Tex.; KTFS Texarkana, Tex.; KTNM Tucumcari, N. M.; KTRH and KTRH-FM Houston, Tex.; KTSA and KTSA-FM San Antonio, Tex.; KTUC Tucson, Ariz.; KUNO Corpus Christi, Tex.; KURV Edinburg, Tex.; KVET Austin, Tex.; KVLF Alpine, Tex.; KWFT Wichita Falls, Tex.; KWLK Longview, Wash.; KWTX Waco, Tex.; KXLK Great Falls, Mont.; KXOL Ft. Worth, Tex.; KXYZ and Aux. and KXYZ-FM Houston, Tex.; KYAK Yakima, Wash.; KYMA Yuma, Ariz.; WALE Fall River, Mass.; WBAP, WBAP-FM and WBAP-TV Ft. Worth, Tex.; WBLK Clarksburg, W. Va.; WDAS Philadelphia, Pa.; WDOS Oneona, N. Y.; WELL Battle Creek, Mich.; WELM Elmira, N. Y.; WEST Easton, Pa.; WFAA, WFAA-TV Dallas, Tex.; WFOR Hattiesburg, Miss.; WGAP Marysville, Tenn.; WGBG Greensboro, N. C.; WGTN Georgetown, S. C.; WHGB Harrisburg, Pa.; WHLB Virginia, Mont.; WHUB Cookeville, Tenn.; WINC Winchester, Va.; WIRA Ft. Pierce, Fla.; WJAC Johnstown, Pa.; WJLB Detroit, Mich.; WJLD Homewood, Ala.; WJZM Clarksville, Tenn.; WKPT Kingsport, Tenn.; WLLH and Syn., Lowell, Mass.; WMAN Mansfield, Ohio; WMGA Moultrie, Ga.; WMIN St. Paul, Minn.; WMSL Decatur, Ala.; WPAY Portsmouth, Ohio; WRDO Augusta, Me.; WRON Ronceverte, W. Va.; WRR and WRR-FM Dallas, Tex.; WSIC Statesville, N. C.

McFarland Letter

WSYB Rutland, Vt., Philip Weiss Music Co.—Is being advised that application for renewal of license (BR-795) indicates necessity of hearing because of non-compliance of technical operation.

West Branch Community Bcstg. Co., Milton, Pa.—Is being advised that application (BP-8783) for a new AM station to operate on 990 kc, 250 w-D, indicates necessity of hearing.

ACTIONS ON MOTIONS

By Commissioner Robert T. Bartley

Springhill Bcstg. Co. Inc., Springhill, La.—Granted petition for acceptance of its late appearance in re its application (Docket 10080) and that of Lone Star Bcstg. Co., Lone Star, Tex. (Docket 10435).

Key Bcstg. System Inc., Bayshore, N. Y.—Granted petition for leave to amend its application (Docket 10379; BP-8422) to specify directional in lieu of non-directional operation, and application as amended was removed from hearing docket.

WDAF Kansas City, Mo., Kansas City Star Co.—Granted petition to accept late filing of opposition to petition for reconsideration or rehearing filed by WDZ Decatur, Ill., in re proceedings in Docket 9548 and 9194 on June 12, 1953.

By Hearing Examiner Herbert Sharfman

By Memorandum Opinion and Order ordered that statements made in proceeding involving TV applications of Mountcastle Bcstg. Co. Inc. and WKGN Inc., applicants for Ch. 6 at Knoxville, Tenn. (Docket 10510-11), shall control subsequent course of hearing, and that taking of testimony shall start on July 21, 1953, with understanding that testimony in this case may possibly be interrupted for the Evansville case (Docket 10461, etc.), in which examiner is also sitting. Order June 25.

South Central Bcstg. Corp., Evansville, Ind.—Granted petition for leave to amend its TV application (Docket 10461), by making certain engineering changes. Order June 25.

Radio Station WBIR Inc., Knoxville, Tenn.—Granted petition for leave to amend its TV application (Docket 10513), by amending Exhibit No. 2A and No. 24. Order June 25.

By Examiner H. Gifford Irion

In Statement and Order, ordered that statement made in proceeding involving applications of WTAG Inc., and Wilson Enterprises Inc., applicants for TV Ch. 20 at Worcester, Mass. (Dockets 10496-97), shall control, and taking of testimony in this matter will begin July 7, 1953. Order June 26.

Gave notice that further hearing conference in re applications of WKRG-TV Inc., and The Mobile Tele. Corp., applicants for TV Ch. 5 at Mobile, Ala., will be held Friday, July 3, 1953, in Washington (Dockets 10457-58). Order June 26.

By Hearing Examiner Fanney H. Litvin

Ordered that hearing in re applications of The Brush-Moore Newspapers Inc., and Stark Telecasting Corp., applicants for TV Ch. 29 at Canton, Ohio, shall commence on August 6, 1953, in Washington (Dockets 10272-73). (Action taken 6/25/53).

By Memorandum Opinion and Order, ordered that statements and agreements made in conference of June 19, shall control subsequent course of hearing in re applications of Southland Tele. Co., et al, applicants for Ch. 12 at Shreveport, La. (Dockets 10522, et al), unless modified by Hearing Examiner for cause during course of hearing, or by Commission upon review of Hearing Examiner's ruling, and that proof at hearing will be adduced only in respect of matters relied upon by each of parties, including counsel for Broadcast Bureau, set out in order and in any subsequent order which may be issued after action by Commission on petition of Shreveport Tele. Co. to enlarge issues. (Action taken 6/23/53).

By Hearing Examiner Elizabeth C. Smith

Columbia Empire Telecasters Inc., Portland, Ore.—Granted request that time for filing request for corrections to transcript in re proceeding for Ch. 12 at Portland (Docket 10246, etc.), be extended to July 8, 1953. Action June 29.

By Hearing Examiner Thomas H. Donahue

On joint petition of KCRA Inc., and Sacramento Bcstrs. Inc., applicants for TV Ch. 3 at Sacramento, Calif. (Dockets 10294-9012), and with concurrence of counsel for Broadcast Bureau, time for filing proposed findings in this matter was extended from July 1 to July 10, 1953. (Action taken 6/26/53).

Examiner on his own motion, continued hearing in re applications of Maria Helen Alvarez and Cal Tel. Co., applicants for TV Ch. 40 at Sacramento, Calif., from June 25 to June 30, 1953 (Dockets 10340-41). (Action of 6/24/53).

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Help Wanted

Managerial

Manager for fulltime, network-affiliated station in city of 25,000. Must be salesman of real ability and have general, all-round radio experience. Excellent income possibilities on a salary-commission basis. Must be sober and able to fit into community life. Prefer man in the 30-to-40 age bracket. Box 62X, B•T.

Manager-salesman for successful remote market California network station with TV application pending. Eastern or midwest men need not apply because no choices sight unseen. Prefer man between 30 and 40, good character, brain, personality and record. Able to grow and progress. Box 127X, B•T.

Salesmen

Salesman to service and sell local accounts. Salary plus commission. Good market. Texas ABC station. Box 23X, B•T.

Salesman for large southern market. Indie. Negro station. Good market. Send all details. Box 129X, B•T.

Young man with agency or radio sales experience by rep office in Detroit representing radio and TV stations. Reply Box 171X, B•T.

Sales manager for large metropolitan area station. Excellent opportunity for advancement. Box 172X, B•T.

Salesman—immediate opening, $100 to start. Car required. Send photo, references and experience in first letter. KCHJ, P.O. Box 262, Delano, Calif.

Salesman for successful central Texas station. Excellent opportunity. Salary plus commission. Send full details first letter. Don't phone. Ralph Weedon, KTEM, Temple, Texas.

At once, two men. One salesman capable of handling future job as commercial manager, one announcer with news, sports, sales ability. Good future. Good salary with growing organization. KVOZ, Laredo, Texas.

Salesman for new midwest kilowatt. KWRT, Boonville, Missouri.

Experienced salesman-announcer. Salary plus commission. Photo, tape, experience first letter. WSSC, Sumter, S. C.

Announcers

Announcer. $60 start, 40 hours. Net affiliate, Southern Minnesota. Send tape and background. Box 659W, B•T.

Announcer. Some experience for Pennsylvania station. Must have good voice. No tapes. Write Box 118X, B•T.

Help Wanted—(Cont'd)

Experienced, versatile announcer for Ohio AM-TV network affiliate. Send picture, tape. Box 123X, B•T.

First ticket, good announcing. Station 100 miles from N. Y. Box 147X, B•T.

5 kw Montana CBS station accepting applications for announcer-copy writers. Employee benefits. Send full details first letter and audition tape. Box 151X, B•T.

KMBC, Kansas City, is considering applications for announcers. Send audition disc and letter to Chief Announcer, KMBC, 11th and Central, Kansas City 5, Missouri.

Good all-round announcer. Send details and audition. Will return auditions. Ralph Weedon, KTEM, Temple, Texas.

Now holding auditions for announcer to do staff and personality work. Must be good. Good pay. Experienced only. Contact Paul E. Reid, WCEH, Hawkinsville, Georgia. No collect calls.

Needed immediately—Announcer, combo men, sportscasters. Write, wire or phone Jim Bailey, WCEN, Mt. Pleasant, Mich.

Suburban Chicago station needs young announcer competent in all phases and not afraid of work. Experience necessary. All details and salary requirement first letter. WEAW, Evanston, Ill.

Announcer. Good voice who can also do play-by-play on football and basketball. References and tape required. WJBC, 209 E. Washington Street, Bloomington, Ill.

Announcer-engineer needed immediately. No experience necessary. Wire or phone collect Edward Williams, Chief Engineer, WTWA, Thomson, Georgia.

Immediate opening for inexperienced staff announcer. Prefer stable family man interested in permanent position with advancement. Write or wire full information to L. C. Cate, WWPA, Williamsport, Penna.

Technical

Men with at least 10 years of electronic experience, preferably audio, with good mechanical knowhow to install and maintain specialized audio devices. Will be traveling continually. Must have driver's license. Transportation supplied. Good salary plus expenses. Send complete list of experiences, references and enclose a personal snapshot. Photo will not be returned. Box 645W, B•T.

Technicians—Excellent opportunity for young technicians with first class license. No experience necessary, will train both AM and TV. Include background and present salary first letter. Box 9X, B•T.

Help Wanted—(Cont'd)

Engineer with first class license to fill job of chief in combo-operation. Good job, excellent working conditions. Salary $75 to start. Address, Box 98X, B•T.

Engineer or chief engineer. Start at $85 per week. Permanent. Box 128X, B•T.

1st class engineer. Prefer man with WE experience or good ham. Starting salary $85. Vacation, bonus and company paid insurance. WAIM, Anderson, S. C.

Immediate opening, operator, first class license. No experience necessary. WASA, Havre de Grace, Maryland.

First class radio engineer. Contact George F. Bissell, WEAV, Plattsburg, New York.

Two (2) transmitter operators, first class license, experience not necessary. Radio Station WEDC, Chicago 23, Illinois.

Operator with first class telephone license, experienced, for 1000 watt daytime. Have car. WGAT, Utica, N. Y.

Engineer. Large Michigan fulltimer needs 1st phone engineer for transmitter duty and maintenance work. Average starting wage is $70 per week with raises 6 months and another after 1 year. Two weeks vacation with pay. Must have car. Send full information to: WILS, 407 N. Washington, Lansing 30, Michigan.

Engineer-announcer with first class license. Can fill job of chief engineer. WKNK, Muskegon, Michigan, 5000 watts.

Engineer-announcer, also straight engineer. Immediate opening. Bill Tedrick, WOKZ, Alton, Illinois.

Production, Programming, Others

Promotion-publicity. A fine position with plenty of opportunity for big earnings is open to a good promotion man who is not afraid of work and who can not only carry out someone else's ideas, but who has workable ideas of his own, that have been used successfully elsewhere in TV and radio. Newspaper layout experience helpful, but not essential. All replies will be held in strict confidence. State your previous experience and salary expected. Box 93X, B•T.

Continuity writer for largest department store operation in middle Atlantic state. Send background, picture, salary expected in first letter. Box 104X, B•T.

Experienced production manager. Take complete charge of production of 5 kw Mutual. Music, sports, markets and news station in city of 100,000 in midwest. Top salary for right man. Send full details and salary expected first letter. Box 140X, B•T.

It's cool in Colorado. Continuity job now open at Radio KCOL, Fort Collins, Colorado.

Girl for traffic or local news. KFRD, Rosenberg, Texas.

Young man to assist with all phases independent station operation except air-work. Must type and want to work and learn. Moderate beginning salary; other benefits; unlimited chance for advancement. Send full details to Station WRAP, 300 Portlock Bldg., Norfolk, Virginia.

Television

Managerial

TV general manager to assume administrative position presently involving preparation of materials, contacts and appearances before FCC. Involves contested channel in metropolitan city coming up for hearing. Willing to pay well for right man with experience and demonstrated ability. Although a challenge, this represents excellent opportunity for right man to take over managerial position if grant is approved on behalf of well established property with strong financial position. State full qualifications in reply. Box 138X, B•T.

Experienced TV commercial manager and salesmen for new NE station under construction. Outline experience, performance record, age, domestic status, and desired salary first letter. Box 159X, B•T.

Salesmen

Salesman needed at once for Bakersfield, California, Channel 10, to go on air September. Fine earnings possible on salary and commission. Applicant must be available for personal interview at Bakersfield or New York. Contact Ed Urner, Sales Manager, KERO TV.

Topnotch TV salesman for topnotch TV station in rich market. WFMY-TV, Greensboro, N. C. wants to hire a man of high caliber, excellent sales record, good character, keen judgment and pleasant personality to represent station as account executive. TV experience not necessary, but radio, a must. Will pay substantial base salary plus good commission. Send detailed information about background and small photo. WFMY-TV operation and Greensboro market will pleasantly surprise you. Position available immediately.

TV SALES MANAGER WANTED!

Is this your chance of a lifetime?

Someone will get this opportunity to get in on the ground floor of television, with a company whose success in radio is an established fact. You do not need capital, but you do need successful TV sales experience, proven executive ability, and the willingness to go out and sell locally and nationally. You will share in the profits in addition to a substantial salary. If your earnings over the past three years have not averaged $15,000, do not apply, as you do not have the background we require. A personal interview will be arranged, if you qualify. Give full information in your first letter. Confidential. Box 94X, B•T.

Help Wanted—(Cont'd)

Technical

Experienced TV maintenance engineer needed at progressive Gulf Coast television station. Send full resume and picture to the Chief Engineer. KGUL-TV Galveston, Texas.

TV maintenance and operating engineers for university commercial VHF on air early fall. Ideal college town. Supply qualifications and salary requirements to Chief Engineer, KOMU-TV, University of Missouri, Columbia, Missouri.

Production-Programming, Others

New network-affiliated TV station NE section United States looking for program director who has been assistant program director or program director in smaller TV station. Position offers exceptional opportunity and future in one of nation's major markets. Reply Box 61X, B•T.

Experienced TV producer-director. Send complete details to Program Director, KMBC, Kansas City, Mo.

Situations Wanted

Managerial

General or commercial manager. Completely experienced TV-AM all phases. Proven record. Presently employed. Box 793W, B•T.

Looking for me? Major TV network (New York City) experience—programming, production, promotions, studio management. No locational preference. Reply Box 31X, B•T.

General manager. 20 years experience. Excellent references. Now available radio or TV. Box 122X, B•T.

Manager. Young in years, old in experience. Presently in large market. Prefer smaller operation southwest. Box 133X, B•T.

Manager sales. Program director. Producer. 18 years TV-radio. Sober, industrious family man. 40. Currently employed. Top sports and special events announcer. Ideal combination man for station using limited personnel. Respected references. Box 141X, B•T.

Experienced manager-engineer desires change. Top references. Prefers coastal city. Box 160X, B•T.

Salesmen

Sales manager. AM or TV. Time salesman for station rep. Station salesman since '48. Outstanding sales record. Box 96X, B•T.

Experienced salesman-announcer-writer. Wishes sell own show. Mature. Family. Third ticket. Employed. Ideas. Box 125X, B•T.

9 years radio consulting, engineering and sales representative in Mexico for broadcast equipment company. Desire position in sales, international sales, public relations, etc. Fluent Spanish. Box 162X, B•T.

Salesman, 30, metropolitan experience. Seasoned newscaster. Prefers west with TV future. Box 167X, B•T.

Salesman—enthusiasm, drive, knowhow. Top references. Available two weeks. Box 170X, B•T.

Announcers

Announcer. Intelligent, ambitious. Prefer small, friendly town. Travel anywhere. Tape, references, resume. Box 64X, B•T.

Combination DJ-announcer-pianist. Real air salesman. Box 72X, B•T.

Staff announcer. Third ticket. Writers Guild card. Single. Will travel. Tape, resume available. Box 88X, B•T.

Announcer. No experience. Recent broadcasting school graduate. Can operate control board. Box 120X, B•T.

Announcer. Two years experience. Family man. Draft exempt. Presently program director small station. Box 126X, B•T.

Two combo men. Both with five years experience. Available soon. Box 132X, B•T.

Well schooled in all phases of staff work. Excellent knowledge pop record programming. Deep, mature voice. All I need is a chance to prove myself. Box 136X, B•T.

Staff announcer. News, live sportscasting, personality DJ. Recent MBS graduate. Prefer southwest. Box 142X, B•T.

Situations Wanted—(Cont'd)

Versatile announcer. Staff government station 2 years. Familiar all phases. Strong on news. College graduate. Veteran, single, 24. Box 143X, B•T.

Topnotch morning man. 12 years experience. $100 minimum. No southern stations. Box 146X, B•T.

Announcer, married vet, attended two radio schools, desires position with station near college (preferably Rutgers, Maryland, or Puerto Rico). Box 156X, B•T.

Experienced versatile announcer - salesman. Knows control board and copy writing. Box 161X, B•T.

Experienced announcer. Presently employed. Available July 15. Box 164X, B•T.

Announcer, 5 years experience, desires staff with 50 kw station. Minimum salary $75. Larry Bosi, 3921 W. Polk, Chicago. Nevada 8-8832.

Announcer. Young. Independent experience. Newscast, DJ, sports, programming, operate board. Dee Ford, 1954 E. 29 St., Brooklyn 29, N.Y.

Announcer. News, DJ, excellent singer. Experience TV, radio. Young, married. 250 mile radius N.Y.C. Ronald Mirr, 53-20 198 St., Flushing, N.Y.

Versatile announcer, staff, sports, first class ticket. Three years experience. Excellent references. Wayne Moody, 109 12th Avenue East, Alexandria, Minnesota.

Staff announcer. Some experience indie and network operation. Good resonant voice. All work from console. Wishes small progressive community. Conscientious. Good references. Resume and tape on request. Carl Servel, 3 Ottawa Ave., Hasbrouck Heights, New Jersey.

Announcer. Single, draft exempt, ambitious young man seeks permanent staff connection. News, sports and DJ specialty. Experience light; good potential. References, tape. Sid Soloway, 194 East 95th St., Brooklyn, New York.

Technical

Technician. 5 years experience, console transmitter, disc and tape recordings. Box 95X, B•T.

Chief, presently employed 1 kw combo operation. Recently designed and rebuilt present station. 3 years experience. All offers considered. Box 115X, B•T.

Chief engineer, 15 years experience, with equipment and qualifications for maintenance, measurements, construction. Details air mail. Box 135X, B•T.

First phone, 28, six years marine operator, twenty months transmitter operator high power point-to-point station, desire broadcast or TV work Minnesota area. Box 152X, B•T.

First phone. Some experience. Trained technically. Straight engineering. Single. Available. Box 154X, B•T.

Chief engineer of VHF TV and regional AM operation available for radio or television. Prefer Rocky Mountain area, but available for other locations. Box 173X, B•T.

Chief engineer, 5 years 10 kw network directional, experienced construction, maintenance AM & FM. Excellent references. Desire position of responsibility. Paul Krutz, 7 Forbes Ave., Rensselaer, New York.

Production-Programming, Others

Production manager-producer-director. Have directed over 115 different shows including network programs and a Peabody Award winner, 1952. Extensive sports remote experience, also training of production personnel. Can be an asset to your station. Available immediately. Finest references. Box 116X, B•T.

Single, 21-year-old girl desires position in larger market in southwestern state. Experienced in continuity and air work. References available from present employer. Box 130X, B•T.

Young vet, 26, college grad, desires beginning position of any capacity in radio or TV. Have air experience on indie and network station. Must locate in Chicago area. Write Box 131X, B•T.

Program-sports director. Years experience. Interested New Mexico, Texas, Colorado. Box 134X, B•T.

Man well versed in publicity and promotion for theater, radio and newspapers, remote studio mgr., time salesman, production, announcing, wants position with AM-TV station where new and fresh ideas will be appreciated. Go anywhere. $100 weekly to start. Box 137X, B•T.

Situations Wanted—(Cont'd)

Graduate Carnegie Tech, BFA. Over six years varied theatrical, radio-TV experience; third class license. Sincere, hard worker with fine personality, good background, pleasing trained voice and sales experience. Age 26, married, W.W. II vet; community-minded. Capable of challenge. Desirous of sound future in TV programming-production, sales, studio management. Resume, disc, photo available. Box 155X, B•T.

Still inexpensive. Top agency radio-TV production-writing man, 27. 4 years agency TV head. Box 166X, B•T.

Experienced all phases programming-production. 12 years radio-TV-films. Presently employed New York. Salary secondary to possibilities. Box 169X, B•T.

Reporter. 5,000 local newscasts. Avers, 1254 Keeler, Chicago. Lawndale 1-4689.

Television

Managerial

Theater man with radio experience and sales knowhow available immediately. Organizer; promoter. Box 150X, B•T.

Announcers

TV announcer. Background in dramatics, script writing, motion picture film techniques, motion picture writing. TV programming. Write Mr. James, 158 W. 8th St., Bayonne, New Jersey, or phone Federal 9-8279.

Technical

Presently employed major network. Four years TV broadcast, field, studio, maintenance. Want responsible position. Family man. First phone. Box 149X, B•T.

Chief engineer with good background. Has constructed NBC-TV affiliate from CP. Can assume responsibility and do the job. Box 153X, B•T.

Production-Programming, Others

TV production. N.U. grad, well-rounded experience in radio and theater. Steady, intelligent, 27, excellent references. Box 117X, B•T.

Asst. producer in 4A agency, 24, married. Desire to relocate outside New York. Box 119X, B•T.

Executive TV producer-director. Television pioneer with extensive network and local background. Successful history in radio and films. Top idea man. Excellent personnel relations. Will relocate in executive post with aggressive station or solid agency. Box 121X, B•T.

Seven years experience all phases radio. Four years programming and announcing TV with three of country's top stations. Married; 2 children. Desire program director, new TV station. Available August 1. Box 124X, B•T.

Experience to back me up. Ambition, aggressiveness and desire to succeed are your assets. Desire to work on staff. Employed in agency radio-TV department. Age 30, married and one child. Box 139X, B•T.

Experienced TV director-producer, available August 1. Five years TV, radio, theatre background, heavy on production and programming. 28, married. Prefer station on east coast. Excellent business and character references. 5430 Denny Avenue, North Hollywood, Calif.

For Sale

Stations

I am offering for sale half interest in a 250 watt network station in non-TV area. Station grossed over $100,000 in 1952 and netted an income of $24,500. Due to other radio interest cannot devote any time to this particular property. Only persons financially qualified will be interviewed in this matter. Box 994W, B•T.

Ask for our list of excellent buys in radio stations west of the Mississippi. Jack L. Stoll & Associates, 4958 Melrose, Los Angeles 29, California.

Equipment, etc.

10 kw Federal FM transmitter complete including tubes, monitor and two crystals for 93.7 megacycles. Box 144X, B•T.

Western Electric, 639B mikes, Altec M11 mike, Western Electric 129A pre-amps. WE jack strip-bargains. Box 145X, B•T.

Continued on next page

For Sale—(Cont'd)

3 kw FM transmitter GE model 4BF2A1 perfect condition 101.5 megacycles. Also available Andrew 4-section multi-V antenna, GE monitors and other accessories. Would consider selling 250 watt driver or other items separately. Best offers. Box 163X, B•T.

Lehigh 200 foot insulated self-supporting tower with A-3 lighting. Used six years. Make offer. WNEB, Worcester, Massachusetts.

16mm Houston processing machine. Model K1A. Like new. List $5,500. Bargain at $3,500. Camera Equipment Company, 1600 Broadway, New York 19, New York.

Wanted to Buy

Stations

250 to 1000 watt station in the south. Able to operate. Box 27X, B•T.

250 watt independent station in eastern U. S. Send full details. All replies confidential. Box 168X, B•T.

Equipment, etc.

REL type 670, 646 or 722 FM monitor receivers. Box 2X, B•T.

Used 96 jack (48 pair) patch panel. One unit or a combination of units. KVOP, Plainview, Texas.

Need General Radio or similar quality radio frequency bridge; suitable RF oscillator for use with bridge; General Radio or equivalent AM frequency and modulation monitors. If you have any one or all, contact: W. A. Sebastian, KWBM, Williston, N. D.

Good AM 1 kw transmitter. Also 300 feet RG-17 co-ax. WCNH, Quincy, Florida.

10 kw FM transmitter and associated equipment wanted immediately. Give hours logged, experience, asking price. Reply Custom Electronics, Inc., 813 Chartres Street, New Orleans, La.

One used camera chain wanted for instructional purposes. Northwest Broadcasting School, Portland, Oregon.

Miscellaneous

F.C.C. licenses quickly by correspondence. Grantham School of Electronics, 6064 Hollywood Blvd., Hollywood, California.

Help Wanted

Salesmen

SALESMEN

Livewire 1000 watt N. Y. state indie, 250,000 market wants 2 salesmen; these men will work under direction of owner. Possibility of either becoming commercial manager. Want men who are on their way up. Excellent opportunity.

Box 157X, B•T

Technical

CHIEF ENGINEER

to assume complete responsibility, maintenance of 250 watt, 24 hour remote operation. No announcing shift, but handles four hours Sunday evening board shift, carrying remotes and taped shows. Considerable recording Monday thru Friday. Salary $90 going to $110 per week. Air mail full information.

Fred Rabell, General Manager, KSON, 630 F St., San Diego, Calif.

Help Wanted—(Cont'd)

Production-Programming, Others

WANTED

Experienced merchandising and promotion manager. Must be able to work closely with commercial department and regional distributors and wholesalers. Excellent starting salary. One of the top stations in the nation. Send full details.

Box 174X, B•T

Situations Wanted

Production-Programming, Others

FILM PRODUCTION MAN, 15 years in the business, is looking for new motion picture company or TV station who wants to save money and headaches in setting up and operating a film business; or older company with sales contacts but whose costs are too high, quality too low, and who needs a good producer to solve general and technical problems. Can consider permanent position only. Reliable, good references and professional history. Box 69X, B•T.

Miscellaneous

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FOR THE RECORD

By Hearing Examiner Annie Neal Hunting

Elyria-Lorain Bcstg. Co., Elyria, Ohio—Granted petition for leave to amend its application (Docket 10526) in certain respects.

By Hearing Examiner James D. Cunningham

Page Boy Inc., New York, N. Y.—Denied motion requesting that applicant Abraham Klein, New York, N. Y., in re (Docket 10443) be declared in default.

By Hearing Examiner Benito Gaguine

Penn-Allen Bcstg. Co., Allentown, Pa.—Granted petition for leave to amend its TV application (Docket 9045), to bring application up to date, etc.

By Hearing Examiner Hugh B. Hutchison

KTRH Houston, Tex., KTRH Bcstg. Co.; KSEO Durant, Okla., Democrat Printing Co.—Granted in part joint petition requesting further hearing in proceeding re KTRH and Texas Star Broadcasting Co. (Dockets 8753, 8258), and said hearing was continued without date, in order to allow sufficient time for Commission to take action on pending petition to enlarge issues filed on behalf of Democrat Printing Co.

By Hearing Examiner J. D. Bond

KWTO Springfield, Mo., Ozarks Bcstg. Co.—Granted petition to correct transcript in re its applications in Docket 8380.

The Western Union Telegraph Co.—Ordered that record in proceeding in Docket 10274, re new and increased charges for tickers furnished in connection with Leased Facilities, be certified to Commission for decision.

Southern Television Inc., Chattanooga, Tenn.—Granted petition for leave to amend its application for TV station (Docket 10471), to specify certain engineering changes.

July 2 Decisions

BY COMMISSION EN BANC

Renewal of License

WWJ, WWJ-FM Detroit, Mich., The Evening News Assn.—Granted renewal of licenses on regular basis.

July 2 Applications

ACCEPTED FOR FILING

Modifications of CP

WBEL Beloit, Wis., Beloit Bcstrs. Inc.—Mod. CP (BP-8261) as mod. which authorized increase in power change trans. location, install DA for daytime use and install new trans., for extension of completion date (BMP-6242).

Remote Control

KPFA Berkeley, Calif., Pacifica Foundation—301-A application for remote control operation. (BRCH-36).

Renewal of License

The following stations have requested renewal of license:

KWBC Ft. Worth, Tex., Worth Bcstg. Co. (BR-1351); KSAM Huntsville, Tex., Theodore F. Lott and M. B. Cathen, a partnership d/b as Huntsville Bcstg. Co. (BR-981); KVOZ Laredo, Tex., Border Bcstrs. Inc. (BR-2707); KTAN Sherman, Tex.; Howard L. Burris (BR-1931); KCVN Stockton, Calif., College of the Pacific (BRED-14); KRCC Colorado Springs, Colo., Colorado College (BRED-81); WLSU Baton Rouge, La., Board of Supervisors of Louisiana State U. & Agricultural & Mechanical College (BRED-17); KVOE-FM Santa Ana, Calif., Voice of the Orange Empire Inc., informal request (BRH-299); KSEI-FM Pocatello, Ida., Radio Service Corp., informal request (BRH-55).

License to Cover CP

WTMA-FM Charleston, S. C., Atlantic Coast Bcstg. Co.—License to cover CP (BPH-1850) which authorized changes in licensed station (BLH-904).

WSNW-FM Seneca, S. C., Blue Ridge Bcstg. Co.—License to cover CP (BPH-1772) which authorized new FM (BLH-903).

July 6 Applications

ACCEPTED FOR FILING

Modification of CP

KKTV (TV) Colorado Springs, Colo., TV Colorado Inc.—Mod. CP (BPCT-886) which authorized new commercial TV, for extension of completion date from 7/26/53 to 1/26/54 (BMPCT-1203).

WKMI-TV Kalamazoo, Mich., Howard D. Steere—Mod. CP (BPCT-1382) which authorized new commercial TV, for extension of completion date from 7/26/53 (BMPCT-1200).

WEOK-TV Poughkeepsie, N. Y., Mid-Hudson Bcstrs. Inc.—Mod. CP (BPCT-1188) which authorized new commercial TV, for extension of completion date from 7/26/53 to 3/15/54 (BMPCT-1199).

Renewal of License

Following stations have requested renewal of license:

KXGN Glendive, Mont., Lewis Wiles Moore, resubmitted (BR-2395); KDNT Denton, Tex., Harwell V. Shepard (BR-967); KPRC Houston, Tex., The Houston Post Co. (BR-408); KLVT Levelland, Tex., Forrest Weimhold tr/as Herald Bcstg. Co., resubmitted (BR-2311).

Remote Control

Following stations have requested to operate

transmitters by remote control.

WDAS Philadelphia, Max M. Leon Inc. (BRC-104); WMSC Columbia, S. C., Marseco Bcstg. Corp. (BRC-103).

APPLICATION RETURNED

Renewal of License

WSGC Elberton, Ga., Elberton Bcstg. Co. (BR-1371).

July 7 Decisions

ACTIONS TAKEN JULY 3

Granted License

KGNO Dodge City, Kans., The Dodge City Bcstg. Co., Inc.—Granted license covering installation of old main trans. as auxiliary trans. to be operated on 1370 kc, 1 kw, DA-N (BL-5044).

WMDC Hazlehurst, Miss., Southwestern Bcstg. Co. of Mississippi—Granted license for AM broadcast station; 1220 kc, 250 w, D (BL-5045).

WIHL Hammond, La., Cefalu Radio Station—Granted license covering changes in frequency, hours of operation and type of trans.; 1400 kc, 250 w, U (BL-5030).

WTIC Hartford, Conn., The Travelers Bcstg. Service Corp.—Granted license covering installation of auxiliary trans. to operate with non-directional antenna (BL-5042).

KTOK Oklahoma City, Okla., KTOK, Inc.—Granted license covering increase in nighttime power and changes in nighttime directional antenna; condition; 1000 kc, 5 kw, DA-2, U (BL-5015).

WFRM Coudersport, Pa., Farm and Home Bcstg. Co.—Granted license for AM broadcast station; 600 kc, 500 w, D (BL-5022).

KBEL Idabel, Okla., Idabel Bcstg. Co.—Granted license for standard broadcast station; 1240 kc, 250 w, U (BL-5038).

KLYN Amarillo, Texas, Plains Empire Bcstg. Co.—Granted license covering changes in ground system (BL-5002).

KOLN Lincoln, Neb., Cornhusker Radio and Television Corp.—Granted license covering increase in height of antenna tower and add TV transmitting antenna at top and specify correct site coordinates (BL-5016).

WHEB Portsmouth, N. H., WHEB, Inc.—Granted license to use old main trans. as auxiliary trans., at present location of main trans., to be operated on 750 kc, 1 kw (BL-4902).

Modification of CP

KKTV Colorado Springs, Colo., TV Colorado, Inc.—Granted Mod. CP for extension of completion date to 1-26-54 (BMPCT-1203).

WPET Greensboro, N. C., Wayne M. Nelson—Granted Mod. CP for approval of antenna, trans. and studio location; condition (BMP-6215).

WCOG-TV Greensboro, N. C., Inter-City Advertising Co. of Greensboro, N. C., Inc.—Granted Mod. CP for extension of completion date to 12-19-53 (BMPCT-1204).

ACTIONS TAKEN JULY 2

Remote Control

The following were granted authority to operate transmitters by remote control:

WDAS Philadelphia, Pa. (BRC-104); **WMSC Columbia, S. C.** (BRC-103); **KPFA Berkeley, Calif.** (BRCH-36).

Granted License

WCOL Columbus, Ohio, Air Trails, Inc.—Granted license covering installation of new trans. as auxiliary trans. (BL-5012).

Granted CP

KOWH Omaha, Nebr., Mid-Continent Bcstg. Co.—Granted CP to install new trans. as auxiliary trans., at present location of main trans., to be operated on 660 kc, 500 w; condition (BP-8906).

Modification of CP

The following were granted Mod. CP's for extension of completion dates as shown:

WIOD Miami, Fla., to 11-3-53 (BMP-6176) condition; **WHUM-TV Reading, Pa.**, to 10-21-53 (BMPCT-1191); **WKBN-TV Youngstown, Ohio**, to 1-17-54 (BMPCT-1193); **KOPO-TV Tucson**, to 3-1-53 (BMPCT-1189).

ACTIONS TAKEN JULY 1

Granted License

WKYR Keyser, W. Va., Potomac State Bcstg. Co., Inc.—Granted license for AM broadcast station; 1270 kc, 1 kw, D (BL-5049).

KLER Lewiston, Idaho, Cole E. Wylie—Granted license for AM broadcast station (trans. and studio locations redescribed as 2829 Country Club Drive, Lewiston, Idaho); 740 kc, 250 w, D (BL-5033).

KPOL Los Angeles, Calif., Coast Radio Bcstg. Corp.—Granted license covering increase in power and installation of a new trans.; 1540 kc, 10 kw, D (BL-5051).

WSFA Montgomery, Ala., Montgomery Bcstg. Co., Inc.—Granted license to use formerly licensed main trans. as auxiliary trans., at present location of main trans., with frequency of 1440 kc and power of 1 kw (BL-5035).

WNOS High Point, N. C., The North State Bcstg. Co.—Granted license for AM broadcast station; 1590 kc, 1 kw, D (BL-5041).

KTRN Wichita Falls, Tex., Texoma Bcstg. Co.—Granted license covering installation of new trans. as auxiliary for daytime use, alternate main for nighttime use, to be operated on 1290 kc, 1 kw, DA-N; condition (BL-5047).

WOKE Oak Ridge, Tenn., Air Mart Corp.—Granted license covering change in frequency; 1290 kc, 1 kw, D (BL-5050).

WBTH Williamson, W. Va., Williamson Bcstg. Corp.—Granted license covering installation of new trans. (BL-5039).

WHTB-FM Talladega, Ala., Voice of Talladega, Inc.—Granted license for FM broadcast station; 97.1 Mc (Chan. 246), 9.2 kw, U, 210 feet (BLH-896).

ACTIONS TAKEN JUNE 30

Granted License

KSID Sidney, Nebr., Sidney Bcstg. Co.—Granted license covering installation of new trans. (BL-5021).

WCGA Calhoun, Ga., Gordon County Bcstg. Co.—Granted license for AM broadcast station; 900 kc, 1 kw, D (BL-4924).

WKAB Mobile, Ala., Pursley Bcstg. Service, Inc.—Granted license covering increase in antenna height (BL-5027).

WGBF Evansville, Ind., On the Air, Inc.—Granted license covering installation of new trans. (BL-5023).

KWG Stockton, Calif., McClatchy Bcstg. Co.—Granted license covering installation of new trans. (BL-5025).

WGRA Cairo, Ga., Grady-Mitchell Bcstg. Co.—Granted license covering change in frequency and changes in antenna and ground system (BL-5024).

KNIM Maryville, Mo., Maryville Radio and Television Corp.—Granted license for AM broadcast station; 1580 kc, 250 w, D (BL-4974).

WPEL Montrose, Pa., The Montrose Bcstg. Corp.—Granted license for AM broadcast station; 1250 kc, 1 kw Daytime (BL-5037).

WHYL Carlisle, Pa., Richard Field Lewis, Jr.—Granted license covering change in frequency and changes in antenna system; 960 kc, 1 kw, Daytime (BL-5020).

KCKY Coolidge, Ariz., Gila Bcstg. Co.—Granted license covering installation of new trans.; condition (BL-5029).

WTCN-FM Minneapolis, Minn., Minnesota Television Public Service Corp.—Granted license covering changes in licensed station; 97.1 Mc (Chan. 246); 2.45 kw, U (BLH-889).

WAPF-FM McComb, Miss., The Southwestern Bcstg. Co. of Mississippi.—Granted license for FM broadcast station; 100.1 Mc (Chan. 261), 270 w, U, 155 feet antenna (BLH-901).

WSNW-FM Seneca, S. C., Blue Ridge Bcstg. Co., Inc.—Granted license for FM broadcast station; 98.1 Mc (Chan. 251), 6.5 kw, U, antenna 330 feet (BLH-903).

WKCS Knoxville, Tenn., Fulton High School—Granted license to cover CP (BPED-217, which replaced expired CP BPED-197); 91.1 Mc (Chan. 216), 310 w, U, antenna 73 feet (BLED-126).

ACTIONS TAKEN JUNE 29

Granted License

WEMP-FM Milwaukee, Wis., Milwaukee Bcstg. Co.—Granted license covering changes in licensed station 93.3 Mc (Chan. 227), 50 kw; antenna 350 feet (BLH-900).

Modification of CP

WHAR Clarksburg, W. Va., Mountain State Bcstg. Co.—Granted Mod. CP for extension of completion date to 7-27-53 (BMP-6239).

July 7 Applications

ACCEPTED FOR FILING

Modification of CP

WMTM Moultrie, Ga., N. B. Mills and Douglas J. Turner d/b as Colquitt Bcstg. Co.—Mod. CP (BP-8768) which authorized new AM, for approval of antenna, trans. and studio location as 2.4 miles east of Court House on Georgia Hwy. 33, Moultrie, Ga., and change type of trans. (BMP-6248).

WTUP Tupelo, Miss., W. I. Dove, E. O. Roden, Vernon K. Wroten and Robert L. McVay d/b as Lee Bcstg. Co.—Mod. CP (BP-8769) which authorized new AM, for approval of antenna, trans. and studio location as 1 mile on U. S. Hwy. 78, east of Tupelo, Miss., and change type trans. (BMP-6247).

WMBR-TV Jacksonville, Fla., The Washington Post Co.—Mod. CP (BPCT-877) which authorized changes in existing TV, for extension of completion date from 8/12/53 to 10/12/53 (BMPCT-1206).

WCOG-TV Greensboro, N. C., Inter-City Adv. Co. of Greensboro Inc.—Mod. CP (BPCT-588) which authorized new commercial TV, for extension of completion date from 7/12/53 to 12/53 (BMPCT-1204).

WIP-TV Philadelphia, Pa. Bcstg. Co.—Mod. CP (BPCT-185) which authorized new commercial TV, for extension of completion date from 7/26/53 to 7/54 (BMPCT-1207).

KSL-TV Salt Lake City, Utah, Radio Service Corp. of Utah—Mod. CP (BMPCT-835) as mod. which authorized changes in existing TV for extension of completion date from 8/8/53 to 11/1/53 (BMPCT-1205).

Renewal of License

KTRN Wichita Falls, Tex., Texona Bcstg. Co.—Renewal of license (BR-2259).

APPLICATION RENEWED

Voluntary Transfer of Control

WGAI Elizabeth City, N. C., WGAI Radio Co.—Voluntary transfer of control of licensee corp. from Mrs. Kate Ford Peele, executrix of estate of Herbert Peele, deceased, and Thomas Peele to C. Alden Baker through sale of 11 shares of stock to C. Alden Baker and 189 shares to WAGI Radio Co., to be retired.

APPLICATIONS RETURNED

Remote Control

WCRA Effingham, Ill., Effingham Bcstg. Co.—Remote control.

Discrepancies in Dates

San Antonio Council for Educational TV, San Antonio, Tex.—Application for new noncommercial educational TV returned to atty. (letter 6/24/53) discrepancies in dates.

July 8 Decisions

BY COMMISSION EN BANC

Renewal of License

The following stations were granted renewal of licenses for the regular period:

KBRZ Freeport, Tex.; KIFI Idaho Falls, Idaho; KMCO Conroe, Tex.; KNUZ and Alt., Houston, Tex.; KOSF Nacogdoches, Tex.; KSIM Sikeston, Mo.; KSIX Corpus Christi, Tex.; KSNY Snyder, Tex.; KSPT Sandpoint, Idaho; WDUN Gainesville, Ga.; WDUZ Green Bay, Wis.; WDWS Champaign, Ill.; WGIL Galesburg, Ill.; WHDF Houghton, Mich.; WHLF South Boston, Va.; WHMP Northampton, Mass.; WIEL Elizabethtown, Ky.; WJHO Opelika, Ala.; WNAG Grenada, Miss.; WNEX Macon, Ga.; WSAM Saginaw, Mich.; WXAL Demopolis, Ala.; KGKO Dallas, Tex.; WPCF Panama City, Fla.; KSFA Nacogdoches, Tex.

July 8 Applications

ACCEPTED FOR FILING

Modification of CP Amended

WESK Escanaba, Mich., M & M Bcstg. Co.—Mod. CP (BP-8109) which authorized new AM for approval of antenna, trans. location as Sheridan Rd., Escanaba, Mich., and specify studio location as Ludington St., between 13th and 14th, Escanaba, Mich., and change type of trans. Amended to operate trans. by remote control from Ludington St., between 13th and 14th, Escanaba, Mich. (BMP-5984).

Modification of CP

KMYC Marysville, Calif., Marysville-Yuba City Bcstrs. Inc.—Mod. CP (BP-8010) as mod. which authorized change in frequency, increase in power, installation of new trans. and directional antenna for day and night use and change trans. location, for extension of completion date (BMP-6251).

KVPI Ville Platte, La., Ville Platte Bcstg. Co.—Mod. CP (BP-8735) which authorized new AM, for approval of antenna, trans. location, specify studio location and change type trans. (BMP-6250).

KVOA-TV Tucson, Ariz., Ariz. Bcstg. Co.—Mod. CP (BPCT-853) which authorized new commercial TV, for extension of completion date from 7/12/53 to 11/12/53 (BMPCT-1217).

KPIK (TV) Los Angeles, Calif., John H. Poole tr/as John Poole Bcstg. Co.—Mod. CP (BPCT-1345) which authorized new commercial TV, for extension of completion date from 8/10/53 to 12/15/53 (BMCT-1213).

KNOE-TV Monroe, La., James A. Noe—Mod. CP (BPCT-1211) which authorized new commercial TV, for extension of completion date from 8/3/53 to 10/3/53 (BMPCT-1212).

License to Cover CP

KLUK Evanston, Wyo., Melvin E. Whitmire and Edwin L. Bullis d/b as Advertising Enterprises Ltd.—License to cover CP (BP-8711) which authorized new AM (BL-5052).

STATUS OF TV HEARINGS BEFORE FCC AS OF JUNE 30

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIG-NATED	DATE HEARING SCHEDULED	DATE HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L DEC'N ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
AKRON, OHIO (Examiner Cunningham)	Matta Enterprises Allen T. Simmons	UHF-61	10466 10469	4-15-53	5-25-53		6-29-53					6-23-53 both applications dismissed without prejudice
ALLENTOWN, PENN. (Examiner Gaguine)	Penn-Allen B/cing. Co. Allentown Television Corp.	UHF-67	9045 10499	5-6-53	6-8-53	6-17-53	See remarks					Conference sch'd 7-17-53 Written testimony due 7-22-53
	Queen City Television Co., Inc.	UHF-39	10464	5-6-53	6-8-53	6-17-53	See remarks					D-10463 dismissed without prejudice 6-23-53; written testimony due 7-7-53
BATON ROUGE, LA. (Examiner not named)	Louisiana Television B/cing Corp. Southern Tv. Co. of Baton Rouge	VHF-2	10550 10551	6-17-53	7-17-53							
BEAUMONT-PORT ARTHUR TEXAS (Examiner Hunting)	Port Arthur College Smith Radio Company	VHF-4	10295 10352	7-11-52 11-26-52	12-19-52	5-6-53	Indefinitely					
	The Enterprise Company Beaumont B/cing Corp. KTRX, Inc.	VHF-6	10256 10257 10260	7-11-52	11-17-52	11-17-52		3-11-53	Due & Filed 5-29-53			Awaiting Initial Decision
CANTON, OHIO (Examiner Litvin)	Brush-Moore Newspapers, Inc. Stark B/cing Corp.	UHF-29	10272 10273	7-11-52	10-1-52	10-1-52	8-6-53					
CHATTANOOGA, TENN. (Examiner Bond)	WDOD B/cing Corp. Mountain City Television, Inc.	VHF-3	10430 10439	3-10-53	4-20-53	4-20-53	3-3-53 See remarks					6-3-53 rebuttal evidence due
	Southern Television, Inc. Tri-State Telecasting Corp. WEAP B/cing Co.	VHF-12	10471 10472 10473	4-22-53	5-29-53	5-29-53	See remarks					7-22-53 hearing conference 7-23-53 testimony
CORPUS CHRISTI, TEXAS (Examiner not named)	Corpus Christi Television Co. Superior Television, Inc. Keys-TV, Inc. 5-Six Television, Inc.	VHF-10	10555 10556 10557 10558	6-24-53	7-24-53							
	Gulf Coast B/cing Co. Baptist General Convention of Texas	VHF-6	10559 10560	6-24-53	7-24-53							
DENVER, COLORADO (Examiner Cunningham)	Aladdin Radio & TV, Inc. Denver Television Co.	VHF-7	9041 10048	7-11-52	10-1-52	10-1-52		10-17-52	Due-Filed 11-24-52	2-2-53	Due-Filed 3-17-53	Final Decision released 6-30-53
	KVOD B/cing Co. Metropolitan Television	VHF-4	9043 10236	7-11-52	10-1-52	10-1-52	12-16-52	2-10-53	Due-Filed 4-20-53	6-11-53	7-8-53	
DULUTH, MINNESOTA-SUPERIOR, WISC. (Examiner Sharfman)	Head of the Lakes B/cing Co. Red River B/cing Co.,Inc.	VHF-3	10289 10290	7-11-52	11-17-52	11-17-52	Indefinitely See remarks					Contingent pet'n to dismiss & pet'n to complete hearing pending
	Ridson, Inc. Lakehead Telecasters, Inc.	VHF-6	10291 10292	7-11-52	11-17-52	11-17-52	Indefinitely See remarks					Pet'n pending to amend to Ch. 3 filed by Head-Lake
DURHAM, N. C. (Examiner not named)	T. E. Allen & Sons, Inc.	UHF-46	10452	4-8-53	See remarks	5-22-53						Designated under 309(c); 6-22-53 oral argument before Commission en banc; Final Decision announced 6/29/53
EVANSVILLE, INDIANA (Examiner Sharfman)	South Central B/cing Corp. Evansville Television, Inc. On The Air, Inc. WFBM, Inc.	VHF-7	10461 10462 10463 10464	4-15-53	5-25-53	5-25-53	7-20-53					
(Examiner Litvin)	Frontier Television, Inc.	UHF-62	10465	4-15-53	5-25-53	5-25-53	7-3-53	6-3-53	None required	6-4-53	None to be filed	Evans-Kravetz (D-10465) dismissed without prej.5-20-53; Tuley (D-10467) dismissed without prej.6-2-53; Final Decision released 6-11-53
FLINT, MICHIGAN (Examiner Gaguine)	WJR The Goodwill Stations, Inc. Trebit Corp. W. S. Butterfield Theatres, Inc.	VHF-12	10268 10269 10270	7-11-52 7-11-52 11-5-52	11-17-52	11-17-52		2-27-53	Due & Filed 5-15-53	4-30-53	Due & Filed 6-15-53	Awaiting Final Decision
FORT WAYNE, INDIANA (Examiner Litvin)	Northeastern Indiana B/cing News Sentinel B/cing Co. Inc.	UHF-33	10299 10300	7-11-52	11-17-52	11-17-52		12-12-52	Due & Filed 3-12-53	4-24-53	5-14-53 See remarks	No exceptions filed by parties or FCC; Final Decision issued 5-21-53
(Examiner Huntting)	Radio Ft. Wayne, Inc. Anthony Wayne B/cing	UHF-69	10424 10425	3-4-53	4-6-53	4-6-53	Indefinitely					Pet'n to enlarge issues withdrawn which will permit record to be closed
GRAND RAPIDS, MICH. (Examiner not named)	Music B/cing Co. W.S.Butterfield Theatres, Inc.	UHF-23	10502 10503	6-17-53								
HARRISBURG, PENN. (Examiner Butts)	Hendrick B/cing Co., Inc. Rossmoyne Corp.	UHF-27	10471 10472	7-11-52	10-15-52	10-15-52		3-3-53	Due-Filed 5-11-53	6-25-53	7-6-53	
HONOLULU, HAWAII (Examiner Donahue)	Royaltel Pacific Frontier B/cing Co. Ltd.	VHF-2	10474 10475	4-22-53	5-27-53		Indefinitely					
JOLIET, ILLINOIS (Examiner Cunningham)	Sanders Bros Joliet Television, Inc.	UHF-40	10332 10333	6-3-53	7-3-53							
KNOXVILLE, TENNESSEE (Examiner Sharfman)	Mountcastle B/cing Co., Inc. WKGN, Inc.	VHF-6	10512 10513	6-15-53	6-15-53	6-15-53	7-21-53					
	Scripps-Howard Radio, Inc. Radio Station WNOX, Inc. Tennessee Television, Inc.	VHF-10	10514 10515 10516	6-15-53	6-15-53	6-15-53	7-24-53					
LANCASTER, PENN. (Examiner Bond)	Peoples B/cing Co. WGAL, Inc.	VHF-8	10330 10331	12-31-52	2-2-53	2-2-53	6-4-53	5-4-53	None required			Awaiting Initial Decision
LEBANON, PENN. (Examiner Gaguine)	Lebanon Television Corp. Steidl Newspapers, Inc.	UHF-15	10459 10460	4-15-53	5-25-53	5-25-53	6-8-53	6-8-53	None required	6-12-53	7-2-53	D-10460 dismissed without prejudice 6-10-53;Final Decision eff. 6-26-53
LORAIN, OHIO (Examiner Huntting)	The Lorain Journal Elyria-Lorain B/cing Co.	UHF-34	10325 10326	5-21-53	6-26-53	6-26-53	9-15-53					
MOBILE, ALABAMA (Examiner Irion)	WKRG-TV, Inc. The Mobile Television Corp.	VHF-5	10421 10422	4-15-53	5-25-53	5-25-53	See remarks					Conference 7-3-53 Hearing 7-15-53
MUSKEGON, MICHIGAN (Examiner Irion)	Versluis Radio & TV, Inc.	UHF-35	10442	3-23-53	4-22-53	4-22-53	7-16-53					Designated under 309(c)
PEORIA, ILLINOIS (Examiner not named)	WMBD, Inc. WIRL Television Co. Brookwell Enterprises	VHF-8	10541 10542 10543	6-12-53	7-10-53							
PORTLAND, OREGON (Examiner Smith)	Pioneer B/cers. Inc. Mt. Hood Radio & TV B/cing	VHF-6	9139 10316	7-11-52 4-3-53	10-1-52	10-1-52	6-1-53	6-1-53	Due-Filed 6-10-53	6-18-53	7-8-53	
	Westinghouse Radio Stations Portland Television, Inc. North Pacific TV, Inc. Cascade Television Co.	VHF-8	9138 10245 10321 10324	7-11-52 7-11-52 7-17-52 7-17-52	10-1-52	10-1-52	7-6-53					
	Oregon Television, Inc. Columbia Empire Telecasters Northwest TV & B/cing Co.	VHF-12	10240 10247 10317	7-11-52 7-11-52 9-3-53	10-1-52	10-1-52	9-15-53	9-15-53	7-21-53			
PORTLAND, OREGON-VANCOUVER, WASH. (Examiner Smith)	Mt. Scott Telecasters, Inc. Vancouver Radio Corp.	UHF-21	10248 10249	7-11-52	10-1-52	10-1-52		2-9-53	Due & Filed 3-23-53	6-18-53	7-8-53	
PORTSMOUTH, OHIO (Examiner Irion)	WOSAY, Inc.	UHF-30	10440	3-11-53	4-20-53	4-20-53	6-4-53	6-4-53	None required	6-8-53	6-29-53 see remarks	No exceptions filed; awaiting Final Decision
ROCHESTER, NEW YORK (Examiner not named)	WHEC, Inc. Veterans B/cing Co., Inc.	VHF-10	9860 10447	4-1-53	See remarks							Designated under 309(c)
SACRAMENTO, CALIF. (Examiner Donahue)	Sacramento Broadcasters, Inc. KCRA, Inc.	VHF-3	9042 10254	10-29-52 7-11-52	11-17-52	11-17-52		4-22-53	7-10-53			
	McClatchy B/cing Co. Sacramento Telecasters, Inc.	VHF-10	9043 10255	7-11-52	11-17-52	11-17-52	6-5-53	6-5-53	7-20-53			
	Maria Helen Alvarez Cal Tel Company	UHF-40	10340 10341	11-5-52	11-17-52	11-17-52	7-8-53					Pet'n pending to dismiss Alvarez
	John Poole B/cing Co. Jack O. Gross	UHF-46	10342 10343	11-5-52	11-17-52	11-17-52	6-2-53	6-2-53	None required	6-12-53	7-2-53	Final Decision eff. 6-28-53
SALINAS, CALIF. (Examiner not named)	Salinas B/cing Corp. Monterey Radio-TV Co.	VHF-6	10445 10446	4-7-53	6-22-53 see remarks							Designated under 309(c); Oral argument held before Comm. en banc 6-22-53;Final decision announced 6-29-53
SAN JUAN, PUERTO RICO (Examiner Gaguine)	Jose Ramon Quinones American Colonial B/cing Corp.	VHF-4	10436 10437	3-18-53	4-20-53	4-20-53	7-8-53					
SAVANNAH, GEORGIA (Examiner Gaguine)	WSAV, Inc. WJIV-TV, Inc.	VHF-3	10317 10318	5-13-53	6-15-53	6-15-53	See remarks					6-21-53 hearing conference 6-26-53 written testimony due
	Savannah B/cing Co.	VHF-11	10319	5-13-53	6-15-53	6-8-53		6-8-53	None required	6-11-53	7-1-53	D-10320 dismissed without prejudice 6-2-53;F.D.eff.6-26
SCRANTON, PENN.	Scranton B/cers, Inc.	UHF-22	10570	6-25-53	See remarks							No date set;appl'n for assignment of cp
SHREVEPORT, LOUISIANA (Examiner Cooper)	KTBS, Inc. International B/cing Corp.	VHF-3	10476 10477	4-22-53	5-29-53	5-29-53	7-24-53 see remarks					Written testimony (exhibits) due 7-24-53
(Examiner Litvin)	Southland Television Radio Station KWKH Shreveport Television Co.	VHF-12	10522 10523 10524	5-20-53	6-19-53	6-19-53	6-25-53; now in progress					D-10520 Dismissed without prejudice 6-2-53;F.D.eff.6-26

LOCATION	APPLICANT	CHANNEL NO.	DOCKET NO.	DATE DESIG-NATED	DATE HEARING SCHEDULED	DATE HEARING BEGUN	ADJOURNMENTS	RECORD CLOSED	PRO. FIND. DUE	INIT'L DEC'N ISSUED	EXCEP-TIONS DUE	ADDITIONAL DATA RE APPLICATIONS
SOUTH BEND, INDIANA (Examiner Cooper)	South Bend B/cing Corp. Michiana Telecasting Corp.	UHF-46	10534 10535	6-3-53	7-3-53							
SPOKANE, WASHINGTON (Examiner Butts)	Louis Wasmer Television Spokane	VHF-2	10422 10423	3-4-53	4-6-53	4-6-53	Indefinitely					
ST. PETERSBURG-TAMPA FLORIDA (Examiner Cooper)	The Tribune Co. Pinellas B/cing Co. The Tampa Bay Area Telecasting	VHF-8	10250 10251 10252	7-11-52	10-15-52	10-15-52		1-21-53	4-15-53 see remarks			P.F. filed by FCC 2-26-53; P.F. filed by parties 4-17-53 awaiting Initial Decision
	Tampa Times Co. Orange Television B/cing Co. Tampa Television Co.	VHF-13	10253 10255 10330	7-11-52 7-11-52 10-8-52	10-15-52	10-15-52		6-22-53	7-23-53			
TRENTON, NEW JERSEY (Examiner Hutchison)	Peoples B/cing Co.	UHF-41	10516	5-13-53	6-15-53	6-15-53	6-17-53	6-17-53	None required	6-22-53	7-13-53	P-10719 dismissed without prejudice 6-10-53
WICHITA, KANSAS (Examiner Hutchison)	Mid-Continent TV, Inc. KAKE B/cing Co., Inc.	VHF-10	10262 10263	10-8-52 7-11-52	10-20-52	10-20-52		5-7-53	Due-Filed 6-15-53			See A below
	The Radio Station KFH Co. Taylor Radio & TV Corp. Wichita TV Corp., Inc.	VHF-3	10259 10260 10261	7-11-52	10-20-52	10-20-52	Indefinitely					
WORCESTER, MASS. (Examiner Butts)	Salisbury B/cing Corp. New England B/cing Corp.	UHF-14	10478 10479	4-22-53	5-29-53	5-29-53		5/29/53	None required	6/5/53	None filed	New England dismissed 5-12-53; Final Dec'n released 6-12-53
(Examiner Irion)	WTAO, Inc. Wilson Enterprises, Inc.	UHF-20	10496 10497	5-6-53	6-3-53		7-7-53					2nd hrg. conference held 6-25-53

A- Proposed Findings submitted 6-15-53 on applicants' applications only; such Proposed Findings not to include any conclusions or findings re opposing applicant; on 7-6-53 Replies, Supplemental Findings and Conclusions due.

HERE is the boxscore as of June 30 of television hearings currently in various stages before FCC hearing examiners and the Commission. It was compiled under the supervision of Fred Ford, chief of the Commission's Hearing Division, for the use of Commissioners and FCC staff.

June 30 marks the end of the 1953 government fiscal year as well as the end of the first year of post-freeze TV processing. For summary of first year's TV actions see B•T, July 6. Since June 30, FCC also has ordered hearings to commence in Washington, July 31, involving vhf Ch. 12 and uhf Ch. 32, both Montgomery, Ala.; and uhf Ch. 22 at Corpus Christi, Tex. For last week's TV decisions see story in section on Government. Earlier boxscore on the status of TV hearings was published in May [B•T, May 18].

Relinquishment of Control

KTOK Oklahoma City, KTOK Inc.—Voluntary relinquishment of negative control of Amarillo Bcstg. Co. (parent corp. of licensee) by Gene L. Cagle and Charles B. Jordan through transfer of Mr. Cagle's 25% interest to L. Dale Ackers, Jack Andrews and Jackson E. Cagle, trustees for Carol Cagle.

KFDA Amarillo, Tex., Amarillo Bcstg. Corp.—Voluntary relinquishment of negative control of licensee corp. by Gene L. Cagle and Charles B. Jordan through transfer of Mr. Cagle's 25% interest to Dale Ackers, Jack Andrews and Jackson E. Cagle, trustees for Carol Cagle.

Relinquishment of Control

WMIT Clingman's Peak, Yancey County, N. C., Mt. Mitchell Bcstrs. Inc.—Unauthorized relinquishment of positive control by W. Olin Nisbet Jr., through issuance of additional stock (BTC-1524).

Remote Control

The following stations have requested to operate transmitters by remote control:

WOL Washington, D. C., Peoples Bcstg. Corp. (main trans.) (BRC-109); WOL Washington, D. C., Peoples Bcstg. Corp. (synchronous amplifier) (BRC-110); WPAR Parkersburg, W. Va., Ohio Valley Bcstg. Corp. (BRC-111); WITH Baltimore, Maryland Bcstg. Co. (BRC-106); KSMO Salem, Mo., Luther W. Martin, Wilson C. Burkhead and Martin M. Mitchum d/b as "Show-Me" Bcstg. Co. (BRC-105); WLCM Lancaster, S. C., Royal Bcstg. Co. Inc. (BRC-107); WLOG Logan, W. Va., Clarence H. Frey and Robert O. Greever (BRC-108); WDSR Lake City, Fla., Alfred H. Temple and Alma Horn Temple d/b as Deep South Radioways (BRC-112); WLEX Lexington, Ky., The Central Ky. Bcstg. Co. (BRC-113); KVPI Ville Platte, La., Ville Platte Bcstg. Co. (BRC-114); WOL-FM Washington, D. C., Peoples Bcstg. Corp., (BRCH-38); WLOG-FM Logan, W. Va., Clarence H. Frey and Robert O. Greever, (BRCH-37); WPAR-FM Parkersburg, W. Va., Ohio Valley Bcstg. Corp., (BRCH-39).

Renewal of License

KTXJ Jasper, Tex., Joe H. Tonahill and Joe J. Fiser d/b as Jesper Bcstg. Co. (BR-2059); KSL-FM Salt Lake City, Utah, Radio Service Corp. of Utah (BRH-618); WPWT Philadelphia, Philadelphia Wireless Technical Institute (BRED-50); KVOW Littlefield, Tex., J. C. Rothwell, Ruth Rothwell and J. B. McShan d/b as Southwestern Bcstrs. (BR-1704 resubmitted).

Amendment

KTLA (TV) Hollywood, Calif., Paramount TV Productions Inc.—Amended to complete Section V-C paragraph 3a, and make antenna and other equipment changes (BPCT-1698 amended).

Upcoming Events

July 15: RCA symposium for licensees to cover tri-color tube, New York.

July 24-25: National sales meeting, Columbia Records Inc., Palmer House, Chicago.

July 27: NBC radio affiliates, organizational meeting, Drake Hotel, Chicago.

Aug. 3-12: Summer TV Workshop, Michigan State College, Lansing.

Aug. 3-21: Third Summer TV Workshop, Michigan State College, East Lansing.

Aug. 19-21: Western Electronic Show and Convention (WESCON), Civic Auditorium, San Francisco.

Aug. 21-22: British Columbia Assn. of Broadcasters, convention, Malaspino Hotel, Nanaimo, B. C.

Sept. 1: Canadian Assn. of Broadcasters meeting, Jasper Park Lodge, Jasper, Alberta.

Sept. 18-19: Dist. 7 meeting, AFA, Nashville, Tenn.

Sept. 21-23: Assn. of National Advertisers, Annual meeting, Hotel Drake, Chicago.

Oct. 4-6: Dist. 10 meeting, AFA, Corpus Christi, Tex.

Oct. 9: Texas Assn. of Broadcasters, Baker Hotel, Mineral Wells.

Oct. 18-24: United Nations Week.

Oct. 23-24: Inter-City Women's Conference, AFA, Edgewater Beach Hotel, Chicago.

Oct. 31-Nov. 1: Board meeting, AWRT, Edgewater Beach Hotel, Chicago.

SPECIAL LISTING

(NARTB District Meetings)

Sept. 14-15: Dist. 17, Benjamin Franklin Hotel, Seattle.

Sept. 16-17: Dist. 15, Mark Hopkins Hotel, San Francisco.

Sept. 18-19: Dist. 16, Statler Hotel, Los Angeles.

Sept. 21-22: Dist. 14, Challenger Inn, Sun Valley, Idaho.

Sept. 23-24: Dist. 10, Roosevelt Hotel, Cedar Rapids, Iowa.

Sept. 25-26: Dist. 11, Radisson Hotel, Minneapolis.

Sept. 28-29: Dist. 9, Plankinton House, Milwaukee.

Sept. 30-Oct. 1: Dist. 8, Indianapolis.

Oct. 2-3: Dist. 7, Sinton Hotel, Cincinnati.

Oct. 12-13: Dist. 12, Lake Murray Lodge, Ardmore, Okla.

Oct. 14-15: Dist. 13, Adolphus Hotel, Dallas.

Oct. 16-17: Dist. 6, Buena Vista Hotel, Biloxi, Miss.

Oct. 19-20: Dist. 5, Henry Grady Hotel, Atlanta, Ga.

Oct. 21-22: Dist. 4, Grove Park Inn, Asheville, N. C.

Oct. 23-24: Dist. 3, Bellevue-Stratford Hotel, Philadelphia.

Oct. 29-30: Dist. 2, Ten Eyck Hotel, Albany, N. Y.

Nov. 4-5: Dist. 1, Somerset Hotel, Boston.

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TV Will Thrive on Film + Live

IT WASN'T very long ago that no convention or meeting of television organizations was complete without a panel session debating whether TV would be live or film in the future. That argument is now academic.

In retrospect it seems strange that so few of those debates arrived at the obvious answer that television would be *both* live and film. That each has won and is holding its place in TV programming is plainly shown in the B•T survey of networks and stations on page 87 of this issue. Other articles in this week's feature section make it equally plain that the TV film industry is energetic and, despite some severe and archaic union handicaps inherited from the movie industry, expanding handsomely.

It seems to us that the most logical expansion lies in the direction of producing films especially for TV. That is a more dynamic enterprise than the reworking of theatrical films. However important a program source they are and have been, theatrical films cannot be regarded indefinitely as the standard of TV showmanship. They are, and probably will continue to be, a staple of programming, but they should not be the standard.

Technological developments of great significance are assured for television-only film, including the promising technique of recording TV programs on tape, a variation of the film method.

But a lot of problems will have to be licked before the production of *television* films can be brought within economic reason. One of the biggest problems is the rigid union labor system which was conceived and allowed to develop in the lush days of Hollywood when a residence without a swimming pool was regarded as a slum. Money has to count in television, and it counts up to too much when Hollywood unions are involved.

Diversification: As Phoney as a $3 Bill

THE FCC last Wednesday released a revealing tabulation on what it described as "Identical TV-AM-FM Ownership." In commenting on the so-called Denver television hearing case [B•T, July 6], we had taken issue with the FCC's conclusion on "diversification" of ownership wherein it said that, all other things equal, it would prefer a newcomer to an existing station owner in making grants.

In the Denver case, the FCC did not grant the newcomer because the existing station applicant (KLZ) had made what the FCC itself described as an "outstanding" showing. Thus, the FCC's observation fell in the category of legal "dictum." The danger here is that in future decisions the FCC lawyers can refer to the Denver case wherein the FCC had said it favored the newcomer over the existing licensee. That's the devious way in which administrative law can operate.

The FCC's tabulation of ownership shows that of 374 construction permits for new TV stations issued since July 1, 1952, when the freeze ended, 67.1% had indentical AM or FM ownership in the same community; 3.5% had indentical AM or FM ownership in another community; 9.9% had majority or minority interest in TV construction permits in AM or FM in the same or other communities. Of the aggregate, 73 or 19.5% had no AM or FM interest—in short, newcomers.

The analysis further shows that of the 108 pre-freeze operating commercial stations, 90 or 83.3% had identical ownership of AM or FM in the same community; 10 or 9.3% had broadcast licenses in other communities, and 8 or 7.4% were newcomers.

We don't know what the FCC is trying to prove, unless it is to show that the TV ownership is preponderantly in the hands of radio broadcasters. This is as it should be. Obviously, there have been and will be cases in which the new applicant makes a better showing than the existing radio station competitor. But those instances should be rare, since the licensed radio station has already passed FCC muster as qualified. If it has not served the "public interest," then the FCC itself carries the burden, by virtue of having licensed and re-licensed the radio station.

The FCC's own tabulation demolishes "diversification" as pure theory and wishful. It does not belong in its decisions, even by way of dicta. It is discriminatory. The existing qualified radio licensee has a prior right to go into television. Indeed, the FCC's own figures prove this is actually happening, despite the pandering to "diversification" by its legal minions.

Drawn for BROADCASTING • TELECASTING by Sid Hix

"The ad said I'd work all night but no one told me that nights were six months long."

The Ball Game Isn't Over

BROADCASTERS may be grateful that the Senate chose last week to set aside Sen. Ed Johnson's bill (S 1396) to legalize restrictions against radio and TV baseball coverage, for the action showed that Big Ed had not managed to muster as much support as had been supposed would fall to him.

Lest premature celebrations be held, however, it should be pointed out that the bill has not been killed but merely set aside. Though it probably will not come up again for Senate action at the present session, which is due to end in about three weeks, there is no guarantee that it won't be revived at the next session.

Sen. Johnson is as tenacious a man as there is on the Hill. His tenacity will unquestionably be demonstrated on behalf of this measure, of which he is author and champion. Broadcasters may expect to have to put up another fight after the Congressional recess.

The Roanoke UHF Story

IN THE past couple of weeks we have heard several people comment that uhf television is going the way of FM. It's our guess that this gloomy talk is provoked by the unhappy experience of WROV-TV Roanoke, Va., which has petitioned the FCC to switch to a vhf channel with the explanation it had been unable to make a go of it in the higher band.

One of our associate editors went to Roanoke to get the story of uhf there. The essence of his report, which begins on page 115, is that what happened in Roanoke was an individual case. It was only one station, in a vhf-penetrated market not particularly suited to uhf, operated without much managerial luck and with too much optimism at the outset. It was, as we say, the problem of one station and not the whole uhf system.

People in the broadcasting business are apt to be somewhat emotional. Let one station announce publicly that it is in trouble, and the assumption immediately is made that all others like it are in trouble, too. It is wrong to think that uhf, as a category, is unsound.

We dare say that in not too many years a number of television projects will go under. If they do, it will not be because they are uhf or vhf. It will be because of other factors, one of which may be that the bullish attitude toward TV prompted too many to venture into it under impossible local economic conditions.

ON THE AIR *August 1st* (OR SOONER)

THE *First* AND *Only* TELEVISION STATION IN WICHITA, THE AIR CAPITAL OF THE WORLD